

United States
Advisory Commission
on Information

Semiannual Report to the Congress

March 1949

DEPARTMENT OF STATE
Publication 3485a
International Information and Cultural Series 5
RELEASED APRIL 1949

DIVISION OF PUBLICATIONS
OFFICE OF PUBLIC AFFAIRS



*For sale by the Superintendent of Documents, U. S. Government Printing Office
Washington 25, D. C. - Price 65 cents*

THE United States Information and Educational Exchange Act of 1948 (Public Law 402) was approved by the 80th Congress on January 27, 1948, An Act "To promote the better understanding of the United States among the peoples of the world and to strengthen cooperative international relations."

Public Law 402 created the United States Advisory Commission on Information to formulate and recommend to the Secretary of State policies and programs for the carrying out of this Act and required the Commission to transmit to the Congress a semi-annual report of all programs and activities carried on under the authority of this Act, including appraisals, where feasible, as to the effectiveness of the several programs, and such recommendations as shall have been made by the Commission to the Secretary for effectuating the purposes and objectives of this act and the action taken to carry out such recommendations.

This is the first semiannual report by the United States Advisory Commission on Information to the Congress.

ERWIN D. CANHAM, *Acting Chairman*¹

PHILIP D. REED

MARK A. MAY

JUSTIN MILLER

¹ The Chairman, Mark Ethridge, is on leave of absence, serving on the United Nations Conciliation Commission in Palestine.

UNITED STATES INFORMATION PROGRAM

1. *Is this program important?*

Yes, more than the Commission thought when we began our work.

More than the Congress thought when the Smith-Mundt act was passed.

2. *Is it effective?*

Yes, as far as it goes.

3. *Is it adequate?*

No.

4. *What can be done to improve it?*

Concrete recommendations are made in this report.

Contents

	Page
Status of the Information Program	1
Effectiveness of the Program (based on report by Mark A. May ¹)	
Behind the Iron Curtain	7
In the Free Countries of Europe	8
Competition with National Radio Programs	11
How Information Can Be More Effectively Communicated:	
By Radio	12
By Visual Material	15
By Personal Friendly Contacts	15
By American Books and Magazines	15
The Information Program in Other Countries (not covered by Mr. May's report)	
The Program in Occupied Areas	16
The Program in Bulgaria, Hungary, and Rumania . .	16
The Program in Russia	22
The Program in Northern Europe	25
Reactivation of USIS Offices in New Zealand, Australia, and Union of South Africa	29
The Program in the Far East	30
The Program in the American Republics	38
The Program in the Near and Middle East, South Asia, and Africa	42
Utilization of and Cooperation with Private Agencies . .	50
Publicizing the ECA	54
Recommendations Made by the Commission on Information to the Secretary of State	58
Conclusions	59

¹ See p. 2 n., and appendix 4, p 87.

APPENDIX	Page
1. International Broadcasting Division (IBD) (Usually referred to as the Voice of America, the Voice, or VOA)	63
2. International Press and Publications Division (INP)	73
3. International Motion Pictures Division (IMP)	79
NOTE: Appendixes 1, 2, and 3 give a "fact sheet" description of the activities of the three divisions of the Office of International Information.	
4. Report to U. S. Advisory Commission on Information on the Effectiveness of USIS Operations in Europe, by Mark A. May	87
5. World-Wide Distribution of Radio Receiver Sets (Report prepared by IBD, March 1949)	108
6. Comparison of Listening Habits of the Population in Sweden, Finland, and France	112
7. Trends in Short-Wave Broadcasting, December 1946-December 1948	114
8. Legislation: Excerpts from Public Law 402 Relating to the U. S. Advisory Commission on Information	117
9. Initial Activities and Meetings of U. S. Advisory Commission on Information	119
10. Location of USIS Field Offices	122

Status of the Information Program

EVENTS in the past year have made a United States Government information program more important than ever. Information is one of the three essential components in carrying out United States foreign policy—the other two, of course, being military and economic. Each has its function to perform in this great struggle for the minds of men, and each has, or should have, an equally high place in the strategic plan.

It is in the information field that we meet the rival forces head on. The Soviet Union, for example, places by all odds its heaviest reliance on "propaganda", spending enormous sums and using its best and most imaginative brains. Other governments are acutely conscious of the importance of information programs and are spending more in proportion to their capacities than is the United States in telling its story abroad.

The passage of the Smith-Mundt act and its accompanying appropriation were a recognition by the Congress of the importance of this task. Under this legislation a good beginning has been made. But in the view of this Commission the task is far more important than has hitherto been recognized. Only when the information program takes a place in national policy consistent with the scope and penetration of the mili-

tary and economic programs can it be said that a properly balanced national policy has been designed.

The Commission reaffirms that this program should be conducted in the American way—giving factual information, the truth about the United States, its people, its way of life, and its Government. It must be done jointly by our Government, by private business, by organizations and individuals. To be effective the governmental part of the program must be well-organized, and the chief responsibility for the organization is and should continue to be the executive branch of the Government that is responsible for foreign affairs—the Department of State. This program of information must always be geared to other large endeavors of the United States designed to guarantee security and to support economic recovery and democracy throughout the world.

The Commission believes that the most important step to make the program effective at home is the closing of gaps in policy between other parts of the Department and the information area, and it assumes that the Department will be acting upon its recommendations as soon as the newly appointed Secretary of State has had an opportunity to give consideration to the Commission's report, dated December 23, 1948.

In our judgment, the budgetary recommendations which have been sent to the Congress for this program for 1950 are a bare minimum for continuing the beginning which has been made. While it is important to spend well rather than merely to spend a lot, the vital need for broadening this program as speedily and effectively as possible calls for a much larger expenditure. Indeed, a realistic approach requires that we provide a

budget better balanced between the three-pronged program of military, economic, and information policy. A budget which contemplates \$15,000,000,000 for military, \$5,000,000,000 for economic, and only \$36,000,000 for information and educational services does not provide an effective tool for cleaning out the Augean stables of international confusion and misunderstanding.

Effectiveness of the Program

(Based on report by Mark A. May)

Is the present information program effective? Our independent study in nine countries of Europe and field reports from all over the world indicate that the program is effective as far as it goes.

Is the content of the program satisfactory? The Commission has from time to time examined samples of the information that is sent to the field. We believe that this information correctly reports the news and correctly represents the policies of the United States and that careful safeguards are exercised by the State Department in the selection and transmission of this information. However, reports from the field indicate a desire for a much greater variety of information on all aspects of American life than we are now, with present facilities, able to supply.

In order to make our own appraisal

of the program, independently of the State Department, one of the Commission's members, Mark May, went to Europe on December 27, 1948, and returned on February 8, 1949. He brought back firsthand information on the effectiveness of the program in England, Sweden, France, Italy, Greece, Spain, Poland, Czechoslovakia, and Yugoslavia.¹

¹ Mr. May interviewed more than two hundred people, of whom one-half or more were not employees of the United States Government and in no way identified with the State Department's program. He saw officials of foreign governments, including Ministers; top persons in local radio, press, and motion pictures; newspaper correspondents, editors, writers; labor leaders, church officials, business men, and others who were in positions to know how well the peoples of these countries are being informed about the United States. For his report to the Commission on Information, see appendix 4.



Same time, same day: Czechs crowding around the USIS Praha window while around the corner (below) are USSR attractions.





" . . . at all hours of the day and into the night as long as the windows are lighted . . . "



*Distributing back copies
of AMERIKA in Polish
to Poles at USIS Warsaw.*

*A young Pole reads an
article on Ben Franklin.
Such is the eagerness to
learn of the American way
of life that even these 1945
issues were sought after.*





Yugoslavs stop to study photo exhibits in Belgrade.

BEHIND THE IRON CURTAIN

Behind the Iron Curtain the Voice of America is getting through to the people who have access to radio sets and to many more by word of mouth.

In Poland the Voice has a daily estimated audience of a million people who spread the word to at least another million and perhaps more. In Poland there is an average of one radio set per 40 persons, but the Voice is reaching far more than one-fortieth of the population. The best estimate is that it is reaching at least one-tenth of the people.

In Czechoslovakia the percentage of the population that is being reached by the Voice may be more than one-tenth for the reason that there is one radio set for each 7 or 8 people.²

In Yugoslavia there is an average of one set, in working order, to about every 75 people. No estimates on the size of the audience reached here are available.

The Voice is heard and it is effective. It is effective partly because it tells the people the truth about what is going on in the world outside and in their own countries; partly because it counteracts Russian propaganda; mainly and fundamentally because it brings hope and encouragement.

A young Yugoslav, who had recently made a trip into Bosnia, reported that the Voice of America "is the only thing which sustains the people's morale". The great masses of people in these countries are looking forward eagerly to the day of liberation from their oppressors. The very fact that the United States sends in daily broadcasts and tries to disseminate information by books, magazines, movies, and news bulletins

is considered evidence that we mean business in our stand against the spread of Communism and Russian domination of Europe.

The daily broadcasts of news and commentaries do not begin to satisfy the tremendous appetite of these people for information about the United States. They want news and commentaries and more books, magazines, movies, photographs, and news bulletins. In spite of the fact that attendance in our libraries is frowned upon and discouraged, often by police intimidation, yet large numbers still risk the loss of their jobs, reprisals of all sorts, and even imprisonment to read American books and magazines. In Warsaw the library is under constant surveillance by the secret police. In Praha, party members stand outside of the library and try to persuade readers to stay away. On one occasion a photographer took pictures of people as they left the library—no one tried to dodge the photographer.

In the library windows are regularly displayed photographic exhibits of various phases of life in the United States. These exhibits never fail to draw large crowds at all hours of the day and into the night, as long as the windows are lighted.

The communication of information to the people behind the Iron Curtain through films is limited mainly to technical, scientific, and cultural subjects. Of the three Iron Curtain countries on which the Commission has firsthand information, Czechoslovakia is the only

² Worldwide Distribution of Radio Receiver Sets, report prepared by International Broadcasting Division, March 1949, appendix 5.

one in which the USIS³ films still have wide circulation. They are loaned out to teachers, group leaders, and representatives of cultural and scientific organizations. The demand is so great that the shelves of the film library are practically empty. In the other two countries (Poland and Yugoslavia) the distribution of films is rapidly diminishing because of government restrictions.

In spite of the hampering and limiting effects of government restrictions there are in some Iron Curtain countries still opportunities for expansion. In Poland and Czechoslovakia branch offices and libraries may still be opened in cities where we have consulates. (This is not possible in Yugoslavia). In Poland there are still opportunities for obtaining space for window displays in properties not leased or owned by the United States. (This is not true in Czechoslo-

vakia or Yugoslavia.) In Czechoslovakia more films could be distributed, but not in Poland or Yugoslavia. The Commission feels that every opportunity for expansion should be embraced immediately.

As Russia gradually tightens her grasp on the satellite countries, USIS operations may become increasingly handicapped. Our representatives in these countries believe that we should hold on as long as we can. Furthermore, we should be as inoffensive to the governments as possible without compromising our positions or reducing the effectiveness of our work. But even if the time should come when attendance at our libraries is absolutely forbidden, when our movies are completely banned, our daily bulletin and other press materials confiscated, we should nonetheless keep our doors open and our flag flying.

IN THE FREE COUNTRIES OF EUROPE

In the free countries of Europe the program is quite effective as far as it goes.

Great progress has been made in the past year in establishing fresh contacts with government officials, political leaders, newspaper editors, writers and other journalists, directors of radio newscasts and program producers, motion-picture producers and distributors, educational leaders, school teachers, university professors, labor leaders, business men, industrialists, church officials, scientists, doctors, technicians, artists, and leaders in cultural fields.

In Paris, for example, the office keeps a card file on the names of prominent persons from all over France with whom

at least one member of the American staff is personally acquainted. Before the budgetary cut in 1947 this file contained over 3,000 names, but during the lean years many contacts were lost. They are now being rebuilt, and the new file is up to over 2,000 names. Many of the persons whose names are in this file are in positions of leadership in organizations or in positions to reach hundreds if not thousands of individuals by radio and the press. Many of them are known to be very friendly toward the United States and glad to help in the dissemination of information.

The Dean of the Law School at the University of Strasbourg (who has a son

³ United States Information Service.



Italians thronging the USIS Rome little theater.



USIS documentary motion pictures play to enthusiastic audiences.

in America) is the head of a tourist organization. He told Mr. May that he would be glad to give illustrated lectures on the United States if USIS would provide him with illustrative material. This has been done. This man illustrates the type of useful contacts that have been established in France, Italy, and other free countries.

Important progress has also been made in the distribution of press material sent out from Washington; in increasing the distribution of motion pictures to larger and larger audiences; and in increasing the circulation of library books and magazines. Statistics on the extent of the dissemination of information through these channels are available at the State Department.

The persons in the free countries to whom information about the United States is now being most effectively disseminated are for the most part those with whom personal contacts have been established; those who come to the

library for reading and for borrowing books and magazines; those who attend lectures and see the USIS movies. These people are mainly from the upper and middle classes, although information is beginning to sift downward to the lower income groups.

It is the opinion, however, of many USIS officers in Europe that information about the United States is not yet effectively reaching farmers, industrial workers, owners of small businesses, restaurants, etc. This opinion was confirmed by conversations with editors, broadcasters, labor leaders, and others with whom Mr. May talked. In countries that have a high percentage of illiteracy, as for example, Italy, Greece, and Spain, it is certain that information about the United States is not reaching down to those who cannot read, who do not have radios, and who are out of reach of the exhibition of motion pictures.

COMPETITION WITH NATIONAL RADIO PROGRAMS

In the free countries of Europe the Voice of America has a relatively small audience when compared with audiences of national networks and broadcasts from neighboring countries. In France, Germany, Italy, and Greece it is relayed medium wave by national networks. There are no broadcasts in native languages to the Scandinavian countries. Recent polls in France and Italy, taken by national institutes of public opinion,⁴ show that even though the Voice is relayed on medium wave it is not successfully competing for listeners with national programs and with medium-wave

broadcasts from neighboring countries.

In addition to the daily broadcasts that originate in New York, a limited number of programs of American music, news commentaries, talks, and radio dramas are broadcast by national networks. The program directors of these networks are supplied with recorded programs and also with the press materials that are sent out from Washington. These materials and recordings are used frequently. Of all the countries

⁴ Comparison of Listening Habits of the Population in Sweden, Finland, and France, appendix 6.

visited by Mr. May, the most extensive use of these materials at the moment is made in France and Italy. It is the opinion of program directors of the national networks that information about the

United States is being more effectively communicated by the use that they make of these materials than it is by the daily broadcasts of the Voice of America from New York.

HOW INFORMATION CAN BE MORE EFFECTIVELY COMMUNICATED

Mr. May has given the Commission a number of concrete suggestions on how information concerning the United States and its foreign policy can be more effectively communicated to the peoples of the free countries of Europe. These and other suggestions will be included in the next report of the Commission to the Secretary of State. Among them are the following:

BY RADIO

1. Improvements in the effectiveness of communication of information by radio may be made in several ways.

(a) By increasing its physical facilities in order to strengthen its signals and to provide more medium-wave relay bases. In order to attract a substantial audience, listeners must always be assured of hearing the Voice regularly and clearly on well-known frequencies.

(b) By increasing the number of broadcasts. At the present time the Voice is broadcasting from thirty minutes to one hour a day to the Iron Curtain countries, except Russia, where the time is two hours daily. The broadcasts to most countries are a continuous thirty minutes. It is believed that these broadcasts would reach a much larger audience if they were broken up into fifteen-minute periods or, better still, if several different periods could be se-

lected so that a listener would have a choice of times at which he could hear the Voice. In the free countries of Western Europe, where the Voice is required to compete with the high-quality local programs, the chances of gaining and holding an audience would be improved if there were continuous one or two hours of diversified programs. Another advantage of increasing the air-time is that it would provide for greater diversification of programs, which could be tailored to the interests of various segments of the population as, for example, labor, youth, women, etc.

(c) In order to compete for listeners with other medium-wave broadcasts (particularly in the free countries of Europe) it is necessary to improve the attractiveness of American programs. Although many listeners are interested in the newscasts of the Voice, yet the great masses of them like a diversified radio diet. It should be kept in mind, however, that the main purpose of broadcasting in foreign countries is to communicate information about the United States and its foreign policy. To do this in an attractive way the broadcasts must not only be geared to local interests and conditions but also must be carefully prepared, rehearsed, and criticized. This requires special skills of producers, actors, narrators, musicians, and engineers. It may also require an in-

Cremona 20-1-49

My dear American
Con tanto entusiasmo ed interesse accolammo
la trasmissione "AI VOGLI DI WINI" le quali riescono sempre
interessanti diretti che indiretti.
Angelo, Pino e Mario di Cremona a gen
1949

Cremona, 20-1-49
Ilissia, 1949
Angelo, Pino e Mario
per i tre
Angelo
Pino
Mario

Radio Voice of America
"AI VOGLI DI WINI"
January 20, 1949

Cremona, 20-1-49
1949

Dear American Radio,

We listen with so much enthusiasm and interest to your "At Your Orders" broadcasts, which always succeed in satisfying our interests both directly and indirectly. We are three brothers: Angelo, Pino and Mario, of Cremona, who, appealing to your kindness and courtesy, would like to ask you: how in the world can an American family man, with three or four children and a wife dependent on him, even if he is in good circumstances, afford the luxury of an automobile? In Italy such a thing is impossible. As an example, let us explain our case:

We are six in the family, of whom three work; we just manage to make a decent living. We have a motorcycle which we use only in leisure hours, or rather on holidays, and sometimes we have to do without it because we haven't the money for gasoline. Why is there such a difference between the American worker and the Italian worker? Why

Certain that you will have an answer for us, too, we send you a cordial greeting and await your reply.

Your Three Italian Listeners,
Angelo, Pino, and Mario

América)

Veronelle 17 February 1949
My dear American
de vos

have always been to me
for an immense joy
Sorrento, February
a 18-6-39
veronelle

February 17, 1949

My very dear American friends:

You permit me to call you that, don't you? I have always loved America, especially since the war of 1914-18. I knew she would save us then; I also knew she would save us in the last war; not only from the invaders, but from misery and famine. Thus, if you say thanks to us once, we should say thanks to you ten times.

I wanted to participate in the Gratitude Train and send you a little souvenir... something which I treasured greatly--perhaps my greatest treasure--but what?

I was present, by means of radio, at the arrival of the Magellan (I listen to the Voice of America as often as possible at 18:30, but I cannot always). Even then I still did not know what to offer you, and three or four days later I heard some mention of decorations.

At last I knew. My husband was Honorary Director of Posts and Telegraphs. I had the great sorrow of losing him on November 1, 1948, All Saints' Day. He was Chevalier of the Legion of Honor.

Thus, I send you, in gratitude, the silver cross they gave him when he was decorated. It is in a little antique box which I had when I was a child.

I cannot give you more; it leaves here with my heart. I hope it is not too late to give you this souvenir from a Frenchwoman.

My husband was 78; I shall be 70. We lived 48 years together; we were very close. My grief is very great.

I listen as often as possible to the Voice of America at 18:30, as I have told you above in my letter. I therefore know all of you in the studio. You are so kind to talk to us. You will permit me therefore to embrace all of you.

In France, that is a way of offering thanks. Through you I embrace and thank all Americans. Long live America!

M. Descomines

P.S. In December 1948, I received your last radio program. In a previous one, I saw a layout of your studio and thus had a picture of all of you. I gave away that little book and so I no longer have you. Would it be possible to have this little booklet again? It would give me great pleasure. Many thanks, in advance.

crease, in countries that have large national networks, in the number of radio officers who can work closely with local program directors.

BY VISUAL MATERIAL

2. In countries that have large numbers of illiterate persons in their populations who do not read newspapers, books, and magazines, and most of whom do not have radios, the most effective channel of information is motion pictures, photographic displays, and exhibits. These visual materials should be displayed not only among the relatively illiterate groups in the large centers of population but should be carried to the small towns, villages, and rural areas. This can be done most effectively with mobile units. (A mobile unit is a truck that is equipped with a generator, motion-picture projector and screen, a loud-speaker, and space for carrying portable exhibits. A limited number of these units are now in production. The Commission recommends that the number be increased.

3. Motion pictures, photo displays, and exhibits are among the most effective media of communicating information concretely and impressively not only to illiterates but to all classes and groups of a population. Mr. May discovered an urgent need for more motion pictures of a documentary and informational character. Pictures on science, technology, particularly health, medicine, and education, are in great demand and are widely used by schools, colleges, labor organizations, and cultural societies. There are opportunities now in most of the free countries of Europe for a much wider distribution of such films. The Commission is recommending that

the Department's activities in procurement of language adaptation of films be rapidly and substantially increased.

BY PERSONAL FRIENDLY CONTACTS

4. The most effective way of communicating information about the United States and of interpreting its policies and intentions to the peoples of Europe is by personal friendly contacts. Although satisfactory progress has been made in this activity, the opportunities for extension are almost unlimited. In all the countries of free Europe that were visited by Mr. May he found that the USIS officers are too desk-bound, often because of the fact that staffs are so limited they do not include assistants who can carry on their duties while they are away from their offices. They should have more time for travel and for the establishment of contacts. Their funds for travel and entertainment are severely limited. An increase in these funds may very well be one of the best investments that could be made. It is impossible to do a good information job without doing at the same time a good public-relations job.

BY AMERICAN BOOKS AND MAGAZINES

5. In most European countries there are no American books for sale and few American magazines on the newsstands. This is due to blocked currencies. The people who want to buy American books do not have dollars—to buy dollars on the "black market" makes the cost of books prohibitive. There is a great unsatisfied demand among professional people—and important people—for American books and periodicals. Something should be done to satisfy it.

The Information Program in Other Countries

(Not covered by Mr. May's report)

THE Commission has not been able to make its own on-the-spot evaluation of the program in other parts of the world but intends to give its attention in the future to the more important areas elsewhere. In the time available this has not been possible.

The following sections on USIS activities in other parts of Europe, the Far East, Near East, and Africa, and in the American Republics contain observations of the Commission based on reports made available by the Department of State.

THE PROGRAM IN OCCUPIED AREAS

It will be noted that reference is not made in this report to information activities in Germany, Austria, Japan, Korea,¹ and Trieste. Although these areas receive policy direction from the Department of State, the information programs are conducted by the Department of the Army, as of this date.

It was evidently the intention of the Congress that the Commission should also survey and advise on overseas information programs conducted by all branches of the Government. The Commission has not made an extensive study of the information activities of some

other branches of the Government, especially the Department of the Army. We recognize, however, that there are serious problems of coordination and possible conflict between information programs carried on by various governmental departments. For example, important problems involving possible loss of present advantages will arise in the process of transition of control of the programs from the Department of the Army to the Department of State. We recommend that Congress give serious consideration to the best means of retaining present advantages.

THE PROGRAM IN BULGARIA, HUNGARY, AND RUMANIA

Although perhaps not accustomed to democracy in our sense of the word, the peoples of these three countries have in the past nevertheless looked to the West for inspiration and culture, even as they today look to the West for hope and encouragement in their passive resistance to the efforts of their new rulers to reorient every facet of national and social life to the Soviet pattern. The United States is endeavoring to counter-

act the distortions and misrepresentations of Communist propaganda and is

¹ With the proclamation of a South Korea Government, the information program in Korea has been transferred from the Department of the Army to the United States Mission in Seoul. The activities, however, continue to be financed by funds appropriated to the Department of the Army, and no change has been made thus far in the nature and scope of the Army's program. Beginning July 1, 1949, the Department of State will be financially responsible for the program.



Hatalmas kacsá „személyesítette” meg Amerika hangját, amely valóltan híreket körül Magyarországról



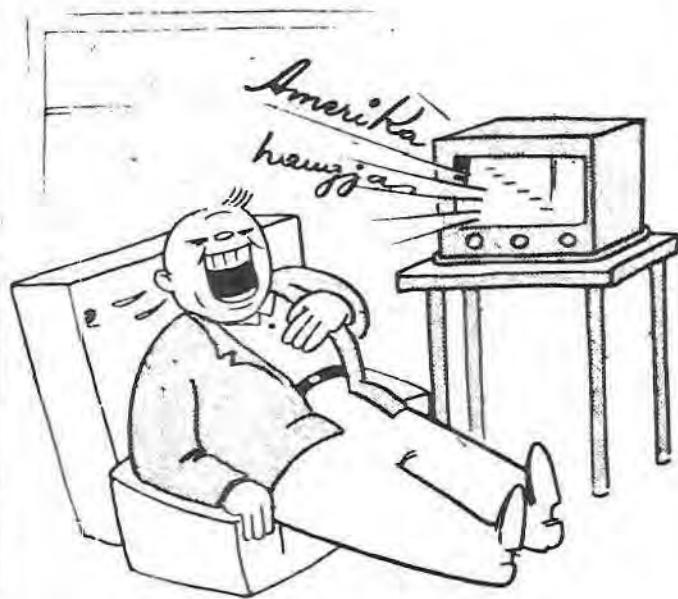
РАДИО „ГЛАСЪТ НА АМЕРИКА” НА РАБОТА

Cartoons, floats, lampoon VOA: The Moscow labor paper, *TRUD*, uses a three-headed serpent. In Hungary, the duck (left) represents irresponsible talk.

Z PRASY: Projekt budżetu U. S. A. przewiduje zwiększenie o 1/3 kredytów na rozgłośnię „Głos Ameryki”.



In Poland: "Press report: Proposed U. S. budget to increase VOA by one-third." (Man is VOA; girl is "True Information".)



Az optimista

Optimist



A pessimista

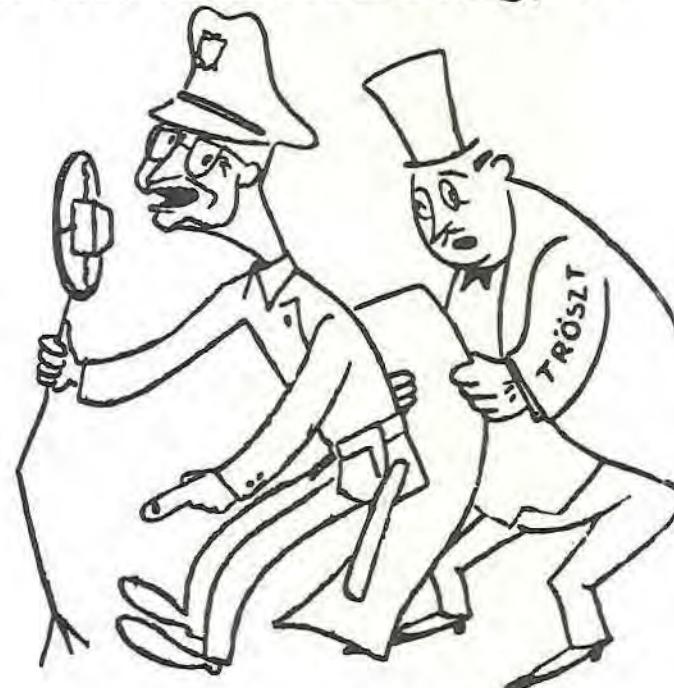
Pessimist

(From Budapest)

Az USA-kormánya átveszi Amerika hangját



Before . . .



... After

Atvétel előtt . . .

Atvétel után . . .



Though small, the Sofia library is well located.



A portion of the USIS Bucharest reading room.

keeping alive the faith of these suppressed peoples in the ideals and objectives of western democracy by displaying an interest in their welfare and extending hope for an eventual improvement in their lot. In order to accomplish this the USIS is striving, in the face of opposition and obstructive tactics on the part of the local regimes, to keep open the channels of friendly communication and contact with as great a number of people as local conditions and our own facilities permit.

The Voice of America is by far our most important medium for bringing the message of America to the peoples of Bulgaria, Hungary, and Rumania. Its effectiveness has been testified to by thousands of letters from radio listeners as well as by objective reports on the part of many intelligent refugees from those countries. Our broadcasts are reaching the masses of those peoples and are keeping them informed of the truth and of the American position. The frequent sharp reactions or detailed rebuttals to our broadcasts by official organs are excellent indexes of the sensitivity of the satellite regimes to the local popularity of the Voice of America. Information on hand indicates that the peoples of these countries are avid for more such news of life in the United States and of developments in the outside free world, brought to them by the spoken word in the privacy of their own homes.

Another activity which is proving very effective, especially in Hungary and Rumania, is the American library of the USIS. The reading and reference rooms are still frequented by thousands of persons monthly, despite overt efforts on the part of the local authorities to

discourage people from attendance. These centers of American knowledge, culture, and current news, by their very existence behind the "Iron Curtain", tend to keep alive the natural ties with the West and provide a valued fund of information on advancement and thought in the free areas of the world. They are thus the chief local outlets for both American culture and information.

Unfortunately the USIS library in Sofia is far too small to accommodate all the persons seeking admittance, and we have thus far been unable to negotiate larger quarters with the Bulgarian Government. However, the small quarters are partially compensated for by the excellent location on the busiest "promenade" street in Sofia, and the display window is constantly a center of attraction for large groups of interested persons.

No American news agencies operate in these satellites, and there are no American correspondents permanently stationed there. Consequently the daily Wireless Bulletin issued and distributed by our USIS offices is now the only printed source of news in these countries presenting reliable and undistorted information concerning the United States. In Hungary, the bulletin is distributed, in both English and Hungarian, to over 2,000 persons daily. While it has not been possible to achieve this circulation in Bulgaria and Rumania, the USIS does place the bulletin in the hands of all newspaper editors, government officials, and prominent educators. Even though it does not achieve local public expression because of the censorship of all news favorable to the United States, it does at least plant the seeds of truth in the minds of men engaged in the forma-

tion of government policy and public opinion.

The showing of motion pictures is likewise becoming increasingly difficult because of local censorship requirements and the fears of local populations thus openly to demonstrate an interest in the American scene. In Bulgaria and Rumania films are shown privately to small groups or loaned to specific organizations. However, in Hungary, despite the competition of Soviet documentaries and heavy Communist pressure, our USIS office is still able to arrange for a considerable number of showings attended by thousands of persons monthly.

THE PROGRAM IN RUSSIA

The Voice of America reaches millions of Russians today,² and the magazine *Amerika* circulates far beyond its 50,000 purchasers.

In general, the Voice and *Amerika* are achieving an invaluable result in that they are diminishing the effectiveness of Soviet internal propaganda. Without these media our battle would not be a contest, even a losing one. We would lose out entirely and only too quickly.

Ambassador Smith told the Commission on Information that "At the end of the war we had an enormous reservoir of good feeling in the Soviet Union, and that has not yet by any means been exhausted. The feeling of the average Russian still is one of friendship, but a questioning friendship, toward the United States. They are told constantly that the United States is determined on the destruction of their country and is using all sorts of violent and subversive

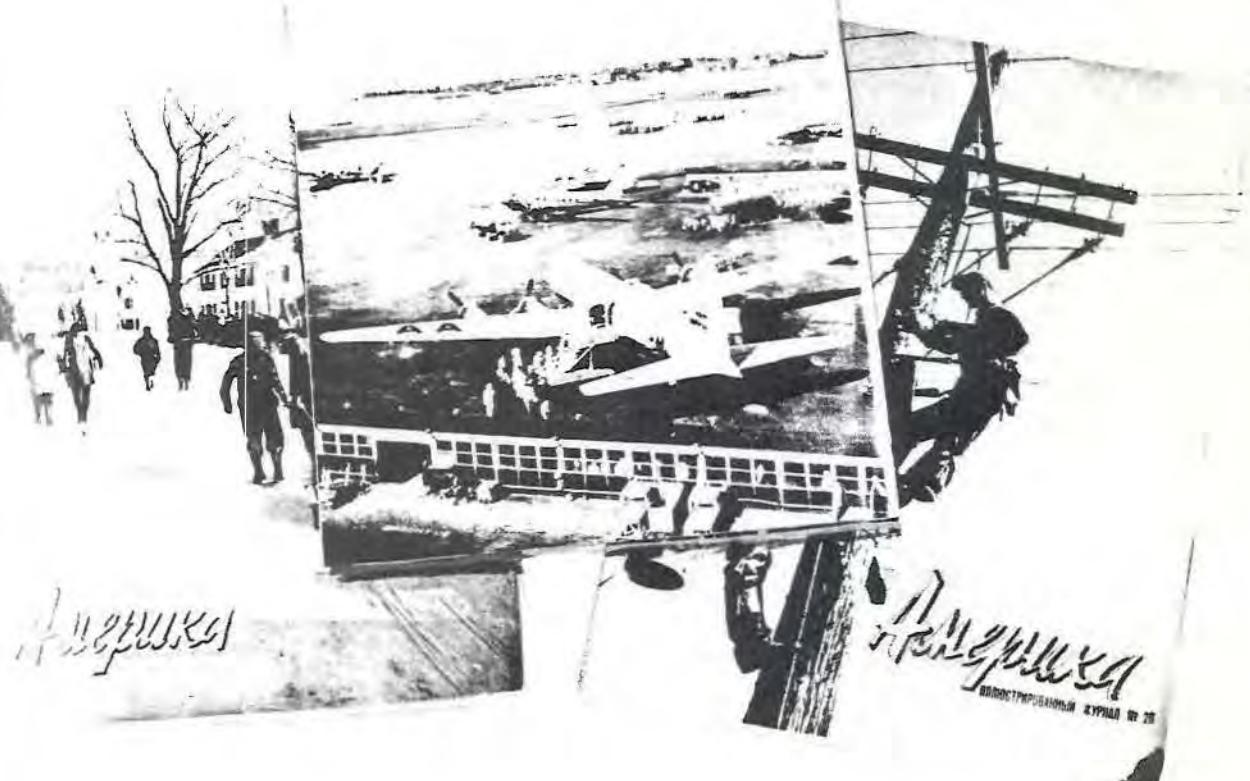
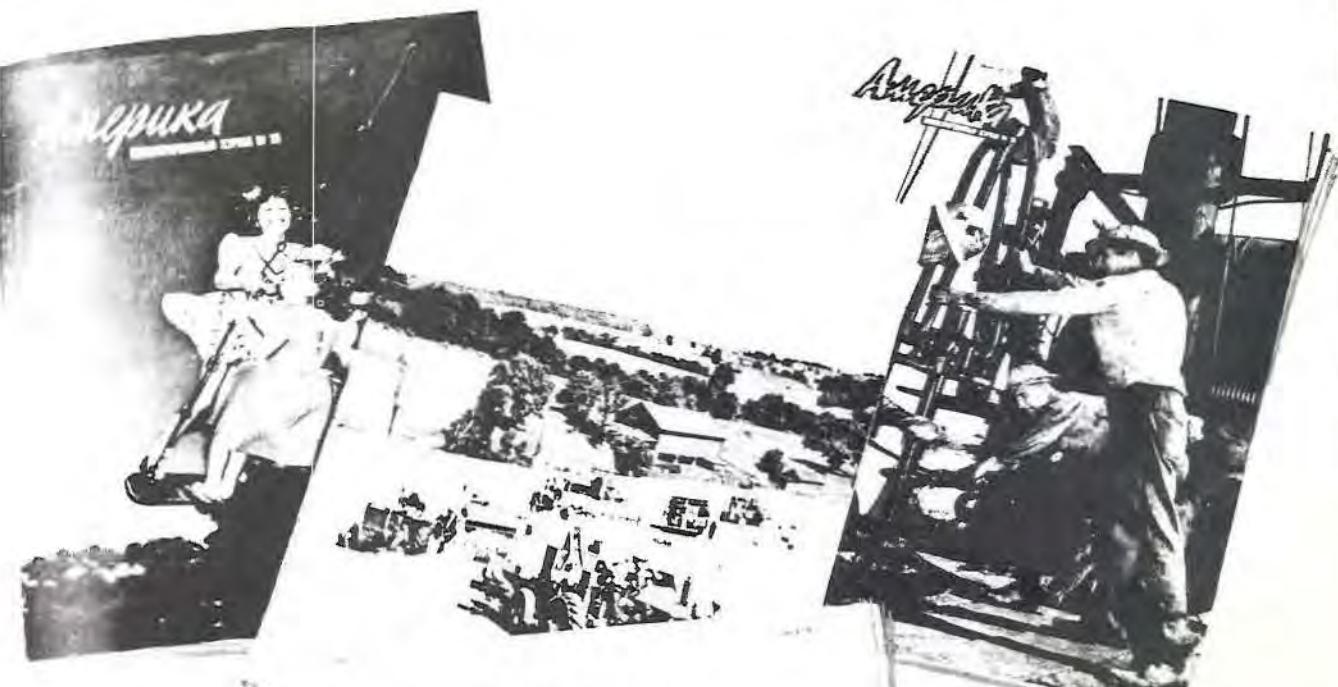
Thus, in spite of the frustrations, annoyances, and local official obstacles to the work of the USIS in Bulgaria, Hungary, and Rumania, the message of the United States is still being conveyed to large numbers of people deeply desirous for information of and cultural contacts with the United States.

A great factor operates in our favor. In countries like France or Italy where the media of information are free and open, there is still the double task of convincing people of the basic evils of Communism as well as of the benefits of democracy. Behind the Iron Curtain the local governments themselves do half the job for us by daily demonstrating the true nature of Communism.

methods against the Soviet Union. The average Russian, being one hundred percent peasant origin, believes what he reads and what he hears. He believes what he reads in the Russian paper and he also believes what he reads in the *Amerika* magazine; he believes what he hears over the Russian radio and what he hears over the Voice of America. And since those are in a state of conflict, he is in a confused mental state. However, no matter what we do we cannot compete entirely with Soviet propaganda, so in the long view, unless it is changed, the trend is going to be toward hostility. Now it is one of rather, let's say, a hurt friendliness. They wonder why we are doing all these horrible things."

The USIS office in Moscow operates

² It is authoritatively reported that there are 5,500,000 radio receivers in the U.S.S.R., 5,000,000 of which are equipped for short wave.



AMERIKA makes generous use of pictures in full color.



Broadcasting in the Russian language from New York.

under more stringent local handicaps than any other USIS post in Europe. Soviet xenophobia, enforced not only by administrative but also by legal isolation of foreigners, almost entirely eliminates casual or official outside local contacts for the USIS staff.

The substantive work of the USIS office consists of VOA Russian language broadcast monitoring and guidance and of preparation, clearance, and delivery to the Soviet distributing agency of the magazine *Amerika*.

Ambassador Smith informed the Commission that "We had a very good practical demonstration of how quickly information given on the Voice of America is disseminated. When the Kosenkina affair transpired, our version was all over Moscow about as quickly as the Soviet version, and it was amazing the number and the type of people who had listened to our broadcasts and who knew all about it". Reports indicate plentiful listening in other areas.

In addition, the magazine *Amerika* has

had telling popular effect in the USSR, as indicated by the Ambassador in his remark that "The magazine *Amerika* is being attacked by the Soviet Government not only by means of propaganda articles in *Pravda* and *Izvestiya* and the *Literary Gazette*, but by other means."

The operation of a library is only an incidental function since attendance averages one person a day, very seldom Soviet citizens. Similarly, film showings have no Soviet audience—only the foreigners in Moscow, who form a very small audience—and there is no local publications market for handouts sent by the Press and Publications Division. Photo display work is physically not possible.

USIS' general physical operations are unavoidably hampered by the administrative difficulties inherent in living and working in the Soviet Union, despite the excellent efforts of the Embassy's administrative staff to reduce this friction to a minimum.

THE PROGRAM IN NORTHERN EUROPE

In Northern Europe (Scandinavia and the Netherlands) USIS operates without restriction—is favorably accepted and welcomed by the general public, government officials, educational groups, and newspaper editors.

The press operations are effective in bringing to the attention of influential persons and organizations full texts of major U. S. policy statements, important news events, ECA bulletins, special features, articles, plastic plates, and press photographs.

An editor of a daily newspaper in the Netherlands recently informed USIS

that he finds his file of USIS bulletins the most valuable source of reference to complete U. S. official statements.

A very popular program is the distribution, at the Department's expense, of *Time*, *Life*, *Newsweek*, the Paris edition of the New York *Herald Tribune*, and the air edition of the New York *Times*. There is a demand from all countries for more copies of these publications, allocations for which are already exhausted for fiscal 1949; in some instances they are preferred to USIS bulletins and releases.

The USIS libraries rank second to the

news operation in extending information to the general public. The libraries not ideally situated seek to offset this handicap by means of window displays in prominent downtown locations. In addition to the loan of books and periodicals the libraries maintain a reference service, arrange for inter-library loans and traveling book exhibits. The libraries are also centers for evening programs of music, lectures, and film exhibits. There is a need for branch libraries in various countries. Denmark should have one in Aarhus; Norway, in Bergen; and the Netherlands, in both Amsterdam and Rotterdam.

Documentary films and projectors are loaned directly to educational organizational groups and often extend to a mail-order system operating throughout the provinces. The demand for a popular film may be illustrated by tracing for four days the use of a film in Denmark. On January 10, the film was sent to a provincial town 100 miles from Copenhagen where it was shown on the 11th and 12th. At noon on the 12th a Danish citizen called for the film and transported it to another town 140 miles distant where the film was shown the same evening; on the 13th it was sent by an early morning train to Copenhagen, a distance of 240 miles, in time for showing at a Danish high school that evening.

In Finland, an extensive film program has been established in the folk schools. Finnish lecturers borrow USIS films and filmstrips and present them in conjunction with their own films in remote areas of the country.

In the absence of film personnel and automobile equipment in the Netherlands, USIS documentaries are shown

in Dutch cinemas through contractual arrangements with American commercial film distributors.

VOA broadcasts would be particularly welcomed in Sweden, Finland, Denmark, and the Netherlands. A Swedish-language daily broadcast to Scandinavia is in the planning stage. In the absence of VOA broadcasts in these languages, USIS cooperates with local radio stations in furnishing musical recordings, feature platters recorded in New York, USIS releases, and programming assistance for American radio presentations.

It is interesting to note that both Finland and Denmark have recently inaugurated daily short-wave broadcasts to America and that the Soviet Union recently increased its broadcasting time to Norway during the heat of the Atlantic Pact discussion. In the Netherlands, American broadcasts from the Armed Forces Network in Frankfurt are reported to have a larger audience than BBC, whose listeners approximate 60,000.

Current divergencies of opinion and policy between the Netherlands and the United States concerning international issues and unfamiliarity on the part of the Dutch with certain aspects of American life sometimes require a special effort in the media presentation explaining American policies and objectives.

The Bern USIS operation does not and cannot follow the usual USIS pattern. First, there is the question of neutrality. With the Swiss, as with some other powers, this is more than a national policy; it is almost a religion. Their fierce sense of independence, their proximity to hostile forces, their fear of all



High-school students in Helsinki attend a USIS film strip show.



Library reading room in Copenhagen.



USIS photos are welcomed as classroom aids in Oslo.

foreign entanglements have made them suspicious of "propaganda". This attitude determines and limits the scope of USIS activities in Switzerland. Our approach therefore must be unobtrusive and qualitative rather than quantitative.

U. S. documentaries are loaned to various accredited school film centers and move over a vast circuit. U. S. film-strips have been used most extensively and successfully by Swiss schools to supplement the teaching of American history and folklore.

There is an increasing use by the Swiss of the daily Wireless Bulletin. From a circulation of a mere 100 in July 1946 it has grown to 1,000 in December 1948. The demand for feature articles and pictures has steadily increased. Photo exhibits are arranged throughout the country.

Recordings are sent to all of the 7 radio stations in Switzerland which feature U. S. musical programs. A number of Voice programs from the

Austrian network have been picked up and relayed by the Swiss radio.

In Belgium, the U. S. Daily Bulletin has two editions, *Nouvelles des Etats-Unis* and *Nieuws Uit de Verenigde Staten*, which are channeled to the respective areas. Economic and cultural supplements are provided by Paris under Brussels masthead and dateline, but no Flemish versions can as yet be contemplated.

In the film program, wherever possible, Dutch versions have been used for Flemish audiences and have been found acceptable.

United States objectives are constantly featured in our press releases, bulletins, and photo exhibits. Voice broadcasts, relayed by BBC and the French network, reach part of the Belgian audience. It has been suggested that local radio time be bought from the Belgian Government radio for bringing more directly to the Belgian people the real significance of United States aims.

REACTIVATION OF USIS OFFICES IN NEW ZEALAND, AUSTRALIA, AND UNION OF SOUTH AFRICA

Even though the people of New Zealand, Australia, and the Union of South Africa have a basic understanding of our aims, we still must combat Communist propaganda in these countries as the effect of constant repetition is well known. Our aim should not be to sell ourselves particularly but to prevent the Soviets from selling us short by default on our part.

Because there are no language barriers and because the people of these three countries are not only receptive to in-

formation concerning this country but are eager to have it, none of the media should be neglected.

Because of the very recent reactivation of these offices the effectiveness of the operations in these posts cannot be definitely determined.

The New Zealand library of the USIS was particularly successful. The demand for American books and information in general was insatiable, and it can safely be said that the library was perhaps the most effective instrument

in New Zealand because of its extreme popularity and its reputation for service. For this reason it is believed an active and efficient library must be re-established as soon as possible. Moreover, because of the inroads made by Communist propaganda and the fact that New Zealand is so far away, it is considered essential that we also initiate broadcasts to New Zealand both to cement the close ties between us and to explain our policies, which are constantly being distorted by the Communists.

Because of the similarity in countries and circumstances practically the same factors apply in the case of Australia and South Africa as in that of New Zealand. Because there are no language barriers and because there is even greater demand than formerly for information on current political and economic condi-

tions in the United States, all of our activities should be stressed and the need for news broadcasts is obvious. The library was particularly effective in Australia as in New Zealand, and there still exists a popular demand for it even though it has been closed for almost two years.

In the Union of South Africa the demand for "spot" news on political and economic developments in the United States is a continuing one. When the USIS office was closed in July 1947, General Smuts, former Prime Minister of the Union of South Africa, indicated that the closing of the office meant the withdrawal from the South African press of the only comprehensive source of information on current political and economic conditions in the United States. This opportunity to furnish adequate information should be fully met.

THE PROGRAM IN THE FAR EAST

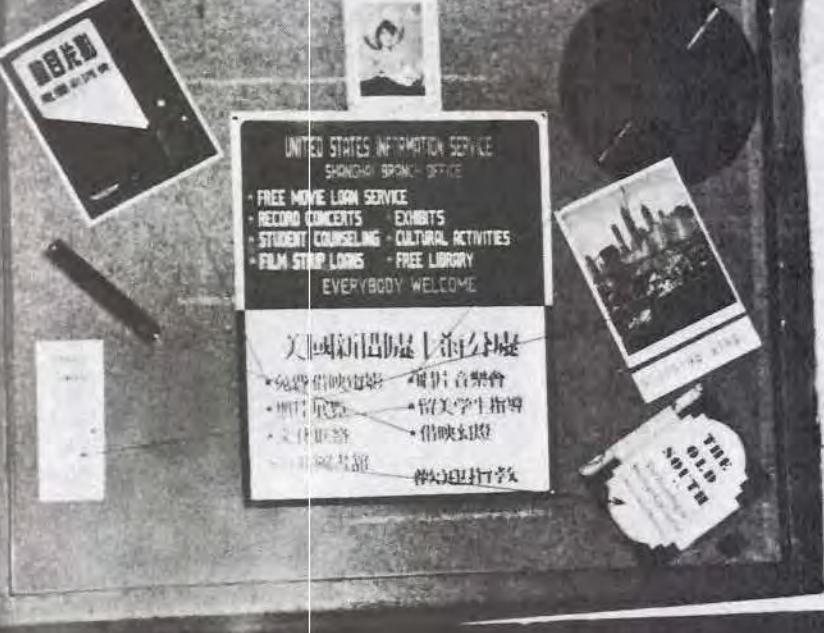
Despite disturbed political conditions and, in some respects, because of the challenge presented by such conditions, the information program of the Department of State is playing an important role in the implementation of U. S. policy in the Far East.

All media employed by the Department of State throughout the world are being used in the Far Eastern countries to tell the story of American life and American thought and to combat the ideological appeal of the Communist force, which has made important advances in China and which poses a threat to the security of every other country in the Far Eastern area.

In North China the assumption of *de*

facto authority by a Communist regime did not, at first, affect the day-to-day operations of the U. S. Information Service. Even during the artillery siege of Peiping, the USIS continued all its normal activities, and the library served larger crowds than usual. In early March, however, the Communist administration at Peiping ordered the closure of the USIS newsfile. Other USIS activities continued unimpaired, thus far, at Peiping and Tientsin. Mukden remains cut off from all communication.

Information received by the Commission indicates that the war has actually created a new demand for USIS news in China because the increasingly strict censorship has greatly curtailed the



*Graphic display of media
"to tell the story of American
life and American
thought" in China.*



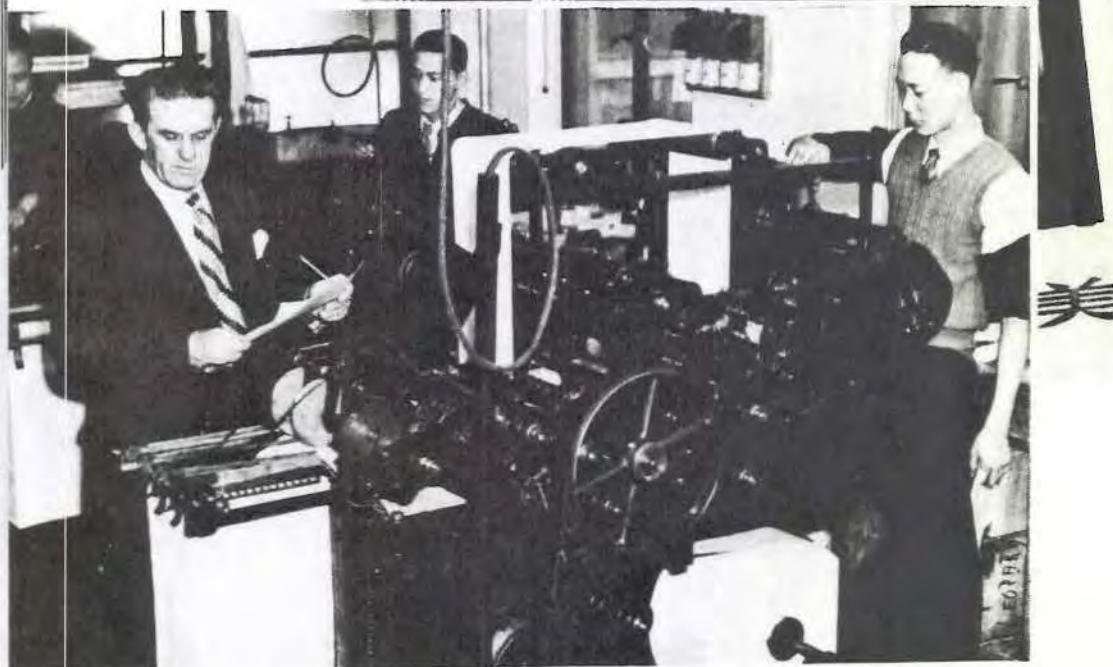
*Some samples of reading matter from the United
States offered free of charge by USIS Shanghai.*

新資料聞

號七〇七電報登記證京警署內政部

號三七七二第三執局理警郵海上

一九四九年二月十二日出版



Produced by USIS Shanghai, Chinese-language newsletter fortnightly distribution approximates 20,000 copies.



... a most effective medium
China." Watching a film-
rip showing in Nanking.



Documentary film subject-matter ranges from
technical treatises to travelogs. A Chinese em-
ployee checks present supply.



A former bank, the USIS Shanghai library now contains more than 4,500 books. The periodical room is shown.





An outdoor showing of USIS documentary films near Manila. In the Philippines, where their use has been restricted, "motion pictures are probably a more effective medium."



Main entrance to USIS Bangkok. In Siam indications of effectiveness are not matched in many areas of the entire world.



Informational materials reach school teachers and community leaders in remote areas of Siam.

usual flow of news from other sources in most parts of China.

Evidence shows, in fact, that during the current period of stress, newspapers—and presumably the Chinese public—have found USIS news of increasing value, even though some censorship has been imposed. The percentage of news items used and printed has shown a significant increase in recent months, and the highest percentage of use has been recorded where censorship has been reported the most stringent—notably the North China and Central China areas.

In general it can be said that printed materials and poster displays constitute the most effective tool of the information program in China. Despite high illiteracy, it appears that printed materials are reaching and influencing those who in turn influence Chinese public opinion.

Motion pictures are potentially the next most effective medium of information. Unfortunately, use of motion pictures has been more severely curtailed by current disturbances than that of any other medium.

Filmstrips have likewise proved a most effective medium in China. In some respects filmstrips are better adapted to the effective communication of ideas to the Chinese masses than are motion pictures, although limitations of the former are apparent.

Libraries also are a most effective means of reaching that portion of the population which can read English. Although this group constitutes a larger portion of the opinion-influencing elements in China, it is numerically small, and libraries as a medium are definitely circumscribed and cannot be expected

to reach the Chinese masses with effect.

Radio broadcasting is without a doubt the least effective of all media in reaching the Chinese people. It should be borne in mind, however, that it may become increasingly important as a medium of communication if an Iron Curtain is rung down between North China and South China. The use of transcribed programs by Chinese stations and the rebroadcasting of Voice of America programs in Chinese by Chinese stations have not been fully exploited. Political developments may make such exploitation mandatory if the American message is to be told to and heard by the Chinese people.

The Philippines program likewise gives first emphasis to printed materials, but motion pictures are probably a more effective medium. The use of motion pictures has been restricted by lack of manpower in the field, lack of new films, and lack of mobile units for their wider distribution. Given a correction of these factors, it is likely that the motion picture will become a more useful medium of information in the Philippines than the printed word.

The widespread knowledge of English on the part of Filipinos makes it easier in the Philippines than it is in China to convey American ideas to the masses. Extension of American library services to Philippine provincial centers has been an outstanding feature of the information program in that country. A strengthening of the library program is now under way, and the early stationing of American personnel at provincial points will make the program more effective in the areas outside Manila than it has been in the past.

No short-wave radio programs are

directed at the Philippines, and the Filipinos are well served by their own radio outlets, but the program of the Department will seek to exploit more effectively the use of such Philippine outlets for Department-produced radio material on a rebroadcast or relay basis.

The countries of southeast Asia present an active challenge to the American information program, and indications are that, despite internal warfare in Indonesia and Indochina, American material distributed by the Department is proving effective in both countries. Latest information from Indonesia indicates that local editors actually read USIS material with care and do not treat the materials as mere hand-outs.

A spectacular increase in the circulation of U. S. feature articles, reprints, and background material, in the form of bulletins and locally produced magazines, is an outstanding aspect of the program in these countries, particularly in Indonesia and Siam.

Effective use of motion pictures is, as

might be expected, considerably hampered by disturbed political conditions in both Indonesia and Indochina.

Siam, with a friendly and cooperative government, presents an indication of effectiveness matched in few areas of the world. Outstanding in the work of the USIS in Siam has been the distribution of information materials to teachers of schools located in the remote areas of the country. A widespread distribution of materials to community leaders in small villages of the back country has likewise distinguished the USIS program in Siam.

In Malaya the program was discontinued at the end of fiscal year 1947, and is only now being revived. A cooperative colonial administration, however, has continued to distribute some materials in the Malayan Federation. Indications are that motion pictures are likely to be the most effective medium in reaching all classes of the Malayan population.

THE PROGRAM IN THE AMERICAN REPUBLICS

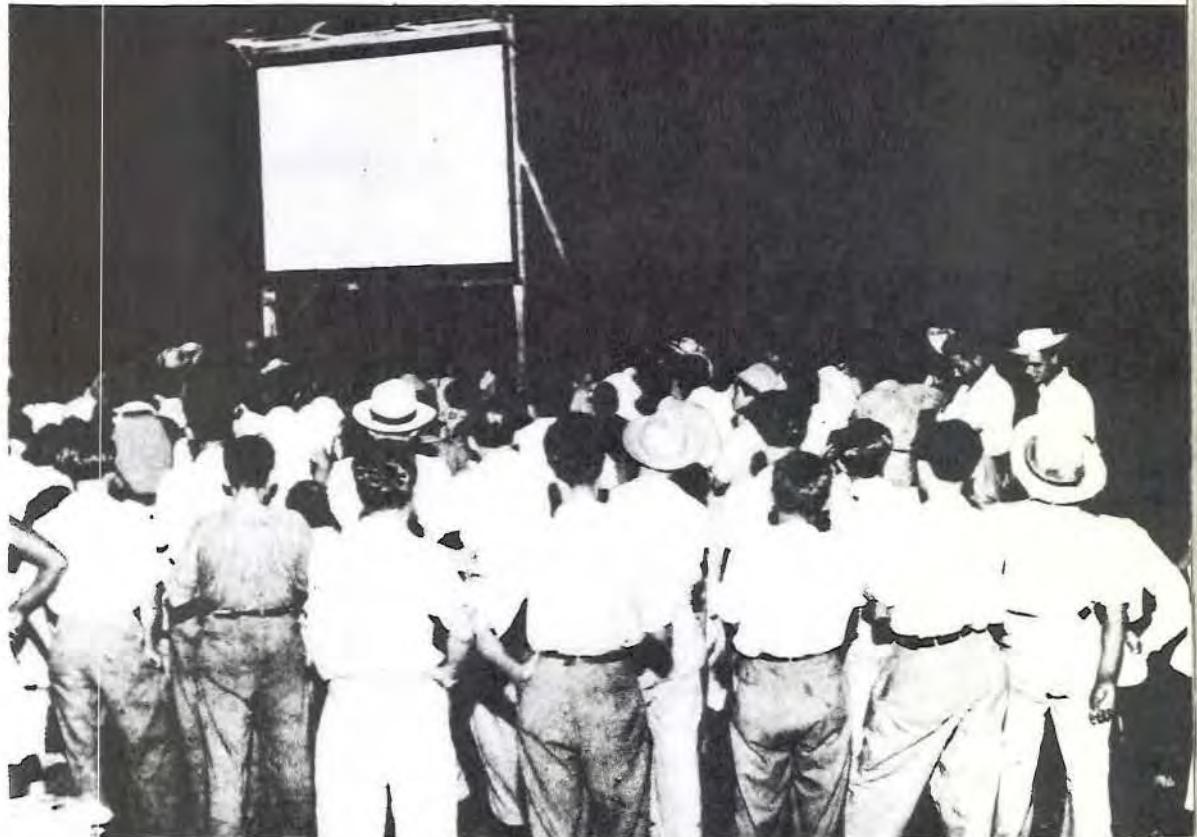
The permanent importance of Latin America to the United States is self-evident; we are all part of one natural hemispheric system, intimately bound together by history, political ideals, economic advantages, and mutual security. Therefore, U. S. foreign policy within the Hemisphere is dedicated to realizing the potentialities of this natural system, and hence the USIS operation must be a well-rounded and constant effort.

The urgent and critical problem in Latin America is to counteract the potent attraction which Communism has for the underprivileged, particularly the

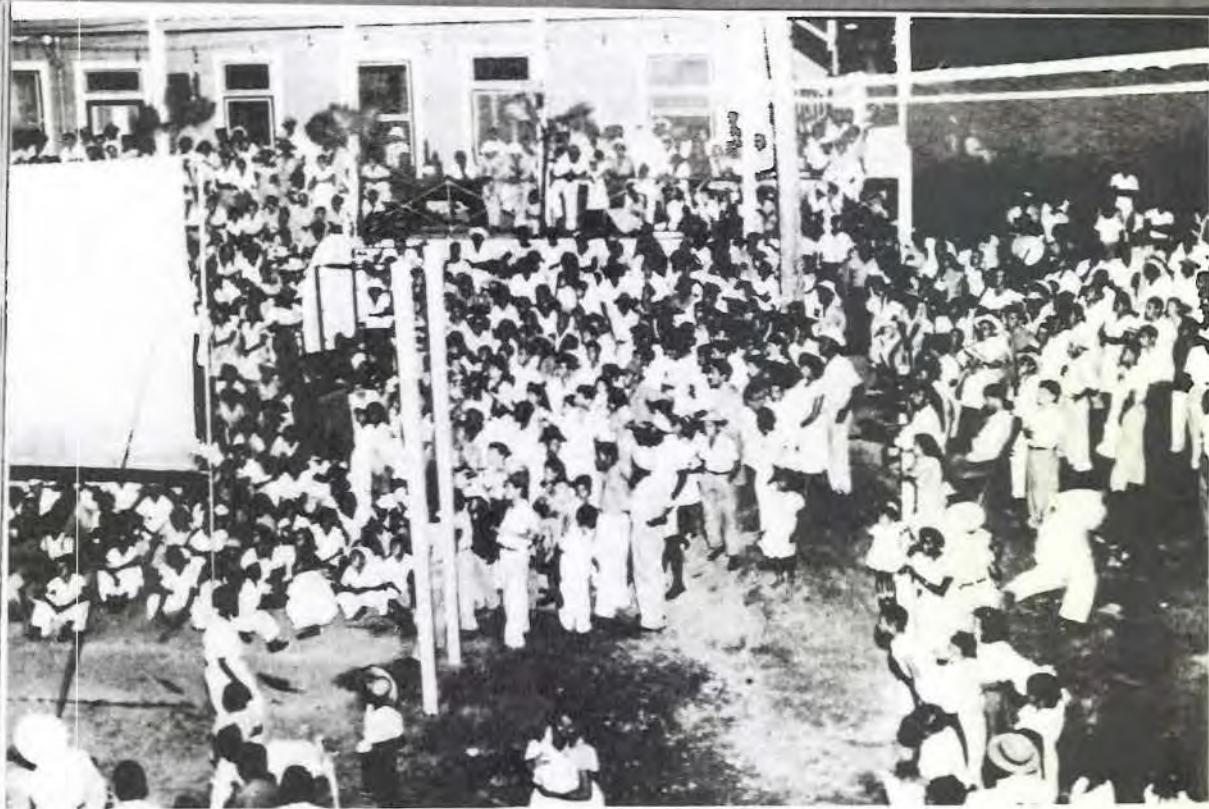
semiliterate labor groups—the petroleum workers of Venezuela, the industrial workers and miners of Chile, and the laborers, both industrial and agricultural, of Mexico. Leaders who are backed by local Party organizations and the whole Soviet propaganda machine untiringly urge Communist doctrine upon these masses, and, as is well known, the present Communist "line" in Latin America is to turn their every natural aspiration, their every legitimate grudge, against the United States as the oppressor of their class and their nation.



Setting up for an outdoor film in Brazil.



Banana-plantation workers attend night showings.



Sites for outdoor films must be impromptu . . .



as "there is no equipment for showing . . . in daylight."

For contact with laboring groups and the rural population, where illiteracy makes the printed word relatively ineffectual, two suitable instruments are, in theory, available under the USIS program: radio and motion pictures. Of these, radio should logically be in first place; Latin America workers listen to the radio in union halls, bars, athletic clubs, and in one or another's home. The amount of short-wave listening in Latin America is not extensive because radio broadcasting at the domestic private enterprise level is highly developed. Concentrated effort is being made to obtain more time on local radio networks, for placement of recorded programs and for local relay and rebroadcast of the Voice of America.

Motion pictures, also, have been found an extremely effective medium for presenting life in the United States and publicizing U. S. contributions in public health, education, soil conservation, etc. At present in the vast territory of Brazil, larger than the United States, with 50,000,000 inhabitants, exactly two mobile units are operating. Everywhere in rural areas which lack electricity, the motion-picture program can scarcely function for simple lack of mobile equipment. Our films are barred from villages which are without theaters or auditoriums, because there is no equipment for showing them out of doors and during daylight hours.

On the labor level, straightforward, simply worded pamphlets are needed to tell the story of the success of American labor and to show dramatically what the Communist system has meant to

labor in those countries where it has been tried. Considering the wide acceptance of this medium throughout Latin America, it is not too much to say that pamphlets and graphics are essential to an informational program in that area. Unfortunately, program funds are so insufficient as to prohibit anything more than an occasional token project under this heading.

To reach the educated classes is the primary concern of the press operation. It is true, of course, that all of Latin America is well covered by U. S. news services. While Latin America does not present the same censorship problems as, for example, Eastern Europe, however, other more subtle forms of censorship do exist in some countries. Despite this extensive U. S. coverage, serious misunderstandings and a surprising measure of ignorance continue to exist. Our job, therefore, is less one of simple news dissemination than one of supplementation and correction.

This requires augmented program funds whereby more, and less expensive, American books and publications may be distributed, cultural institutions and libraries inaugurated, and exchange of persons in all categories effected. Above all it requires greatly expanded personal contacts.

The maximum efficiency of the USIS operation in Latin America, within its present authorized level, cannot do more than scratch the surface in bringing about an understanding of the United States and its policies to the 150,000,000 people of the twenty Latin Republics.

THE PROGRAM IN THE NEAR AND MIDDLE EAST, SOUTH ASIA, AND AFRICA

Times are changing the traditional patterns in the Near and Middle East and Africa. The wide gap between the ruling class and the masses of the people is narrowing. The USIS can help strengthen the forces that stand for evolution rather than revolution by supporting education and peaceful social progress, as against conspiracy, agitation, and violence. In this area Communist agitation flourishes where governments are new, weak, or narrowly based and the vast masses of people are underprivileged.

Our information and cultural policy throughout must be twofold: (1) to maintain and strengthen our present work of winning the friendship and confidence of the ruling classes and (2) to reach wider segments of the populations. The latter can best be done by expanding the mass media program: films, radio, and press.

In Greece, for instance, USIS has had little effective contact with the largely illiterate peasant class that is most susceptible to distorted Communist claims and most exposed to guerrilla attack. Primary need is for mobile film, exhibits, and poster services to reach provincial towns and villages. USIS offices in Athens, Salonika, and Patras reach the literate city population effectively.

The small group of radio owners, largely in Athens, hears the Voice of America half-hour in Greek relayed over Radio Athens at 9:30 p. m. Greek time. A proposed second program at 6:30 p. m. for cafe listeners (the only place to hear a radio in many Greek

towns) would get to some of the illiterate 40 percent of the population heretofore practically untouched.

Greeks being avid newspaper fans, the press is the most effective medium in Greece. The plastic-mats service is immensely popular with the provincial press. With 30,000 visitors monthly, the USIS library serves a wide public.

USIS must find a way to reach the 90 percent illiterate agrarian population of Iran. The USIS assists the Government with its social, health, and agricultural projects. But the USIS must now establish more direct contact with the people. Mobile motion picture and exhibit units provide the only feasible means. USIS Tehran, the only office in Iran, has operated with a skeleton staff, but by the end of fiscal year 1949 the staff will have been augmented to six Americans and shortly thereafter a one-man post will open in Tabriz. The holding operation now in effect places more news in the Iranian press than any other single source, but only one or two percent of the population reads newspapers. The library will be developed to the fullest extent possible.

The first objective of the expanded USIS activity in Iran will continue to be the few thousand persons who run the country. American professors and specialists under Smith-Mundt and Fulbright programs are an effective means of working with this highly cultured, intellectual group. But relatively few of the younger, progressive-minded, foreign-educated officials have had contact with the United States. To the small library and other personalized services



The USIS Athens library averages 30,000 visitors monthly.

Part of the audience at a night outdoor film showing in a Greek village square.





Part of the audience at a USIS Baghdad film showing for Iraqi agriculturists.



School superintendents of Iraq are taught the use of a filmstrip projector by Baghdad public-affairs officer.

falls the responsibility for close contact with this influential element.

The Turkish-speaking population of Azerbaijan in northwest Iran, bordering on the U.S.S.R., presents a particular challenge. The Tabriz office will have to develop carefully tailored output in the vernacular for use in this area of Russian agitation and intrigue.

The tribes of southern Iran present an even more difficult problem, but one of less immediate urgency than the development of mobile work reaching out from Tehran and of a program to counter the strong Soviet push on the Azerbaijanians.

Solidly anti-Russian, not susceptible to Communist propaganda, united on matters of foreign policy although bitterly disputing domestic issues, the Turkish people present USIS with relatively few urgent problems. Government officials, influential individuals, and the five percent of Turkey's population who read newspapers are well covered by the activities of USIS offices in Ankara, Istanbul, and Izmir. Both urban and provincial newspapers give good play to USIS news, photos, and articles. The libraries are used primarily by officials, writers, and students. Turkey's state-owned radio carries a fair portion of USIS news and monitors more from the Voice of America. If the Voice broadcast soon to be inaugurated in Turkish can come in with a strong medium-wave signal, it should reach a considerable segment of the illiterate, rural population. The most effective means of covering the provinces is through motion-picture and exhibit circuits arranged with and promoted by the headquarters of the Ministry of Education, of the Peoples Club Houses,

and of the Army in Ankara and Istanbul.

Conclusive developments in Palestine have presented the United States with the challenging prospect of restoring the reservoir of good will so heavily damaged during recent years in the Near East. Reluctantly Arab governments have come to the realization that the Palestine hatchet must be buried, that Communism is the major issue threatening every political structure in the Near East, and that it is to Arab interest to side with Western democracy and inevitably the United States. The big task, in which USIS can lend a timely hand, is the quieting of the peoples inflamed over the Palestine issue and reopening the windows toward the West.

It is recommended, therefore, that in addition to the current news program, USIS launch a full service for photos, features, other specialized materials and publications, with emphasis on regionalized services emanating from Cairo. Expanded films and filmstrip programs should be given greater mobility, so America's story can be carried to greater numbers of people. The hitherto scarcely touched radio medium with its tremendous influence on masses of people should be developed through Voice of America broadcasts to the area, through greater use of local radio facilities making use of specialized Voice of America recordings, and possibly through radio relay facilities in the Near East. Library facilities should be expanded through greater promotional efforts, junior libraries, and traveling book services. Additional American representatives should be available to establish those personal contacts which in the Near East pay such rich dividends (particularly in the case of news editors and news placement).

In passing, it must be noted that the newly established USIS operation in Tel Aviv should receive fullest attention. With Communism making a determined bid for influence in the new Israeli state, no opportunity should be lost in developing an understanding and sympathy for American-type democracy in this critical stage of the young state's existence.

India, Pakistan, Ceylon, and Burma recently became self-governing. They are one of the major target areas of Soviet propaganda and infiltration. They face serious problems of internal reorganization and reorientation in foreign affairs. The Government and people of chaotic Burma, with Communist and racial minority groups in armed revolt, nevertheless react favorably to the limited American film, press, and library service provided by USIS Rangoon. The Government of Burma sends many graduate students to America and Britain but is also eager to send them to Russia. More Americans are needed in USIS Burma to keep closer contact with the Burmese press, to respond to the frequent Government requests (on all levels) for information and technical assistance, to intensify our cultural effort, and to work with Radio Rangoon in local programs. The highly popular USIS film program should be extended through the country with mobile units.

In India and Pakistan millions of underfed nationals are fertile ground for the vigorous Communist revolutionary activity now going on. But the two new governments—pressed also from the Right by powerful backward-looking racial minorities—are trying hard to follow a middle course. In both countries the USIS has only 10 American in-

formation-cultural officers. For almost two years one American information officer in Calcutta has been trying to present American news to 60 local newspapers and maintain a USIS operation in a region of 83,000,000 people! USIS monitors the Department's Wireless Bulletin only at Karachi and Bombay: the news reaches Calcutta, Madras, and even New Delhi—the capital—too late for the use of most newspapers. Only in the last six months has USIS had the staff needed to begin news translations into two Indian languages. To get the American story into the most-read papers of India USIS will need four wireless monitoring points and translations into seven distinct languages, none spoken by less than 20,000,000 people. But an estimated 65 percent of all Indians cannot read any language.

The USIS motion-picture program—now making a deep impression on the few city-dwellers it reaches—should be greatly expanded with mobile units to tour the provinces. The Regional Films Officer will supervise this program for maximum effectiveness. The proposed Regional Radio Officer would give full time to exploring the possibilities of American programs, in English and local languages, on the Pakistan and "All-India" radio. Picture displays should be extended to the villages insofar as local employees under American direction can administer them. As elsewhere, the mass media need bold expansion to reach all the people.

In the newly formed Dominion of Ceylon the USIS has only a Public Affairs Officer. She presents effective American broadcasts three times weekly on powerful Radio Ceylon, supervises an American library, and maintains gov-



Indian officials examine American textbooks, USIS Bombay.



*Burma-India border tribesmen visit USIS Rangoon
and see their first sound movies.*



A USIS local employee hand-letters Arabic captions for a photo display



in Tangier, while . . .

a bicycle rider, another "local," delivers the Wireless Bulletin.

ernment and cultural contacts effectively to the limit of her time and unusual energy. But real attention has not been given to the press in Ceylon. Here, too, films, radio, picture displays, and local-language press activities need considerable strengthening, to reach the bulk of the population.

In Afghanistan—a border state with the Soviet Union—the relatively new USIS program is handicapped by lack of facilities for monitoring the Wireless Bulletin, by Afghan reluctance to enter foreign establishments, and by old isolationist traditions. The Ambassador strongly urges Wireless Bulletin reception facilities and a full press operation, in English and Persian, the language of the governing group. Here, too, the motion pictures, picture display, and vernacular-language local radio work should be expanded to reach the bulk of the population.

In general, in all media, the appeal in the African countries now in the program is largely directed toward the small literate population plus the administrative group in charge of the various colonial areas. In the motion-picture field and in the photo-display work the less literate people are reached. Films have been shown to many thousands of Africans with good results, but the information program has been limited by inadequate staffing and equipment. The chief means of distribution for the films has been through the British, Belgian, and French information services.

The Tangier and Liberian offices were opened two years ago. Only recently have Kenya, French Morocco, Ethiopia, and the Belgian Congo been added. Tunisia, Nigeria, and the Gold Coast

will be staffed during 1949 fiscal year. Budget restrictions have limited the African program to one American for each country. The libraries in Tangier and Monrovia have, however, been most effective operations, and their use has been expanded several hundred percent in the last year. The libraries are used primarily by students, teachers, and government officials, but the number of casual readers is on the increase. The procurement of a jeep station wagon has made possible the development of an effective films program which reaches the people of the hinterland.

SUMMARY

Country by country this area survey indicates that the USIS offices in the area are doing at present an effective job (with the limited manpower and equipment available). Even with the limitations of staffs and material the offices have succeeded in establishing more than successful contacts with top level people in government, press, and education circles. Inasmuch as political development in the area will be largely determined by the peoples of the area, it is important that the activity of the several offices be extended to touch more directly the people themselves. In every instance the press, radio, library, and film work should be expanded beyond present narrow limitations. With the aid of larger local staffs and additional mobile equipment more and more material can be disseminated in local languages to larger segments of the population. And with additional American personnel one-man offices can be opened in secondary cities of the several countries, aiding in the wider

distribution of materials prepared in the chief office of each country.

Soviet agitation takes advantage of racial and national movements and widespread political change throughout this area. USIS, effective now among the educated and governing classes, can support evolution as against revolution, reinforcing America's policy, only if it

can reach much wider segments of the populations, predominantly illiterate. This cannot be done with the 60 American officers working in this vast area of almost 600,000,000 people, extending from Casablanca to Rangoon. We must develop our mass media: films, radio, and press, with new emphasis on work in the local languages.



Utilization of and Cooperation With Private Agencies

THE Commission attaches great importance to the part which private agencies, groups, and individuals can play in disseminating information about the United States abroad. It believes that such private dissemination should be encouraged and stimulated because of its high credibility and because the more that is done under private auspices the less will be required of the Government.

Section 1005 of the act provides that: ". . . it shall be the duty of the Secretary to utilize, to the maximum extent practicable, the services and facilities of private agencies, including existing American press, publishing, radio, motion picture, and other agencies, through contractual arrangements or otherwise. It is the intent of Congress that the Secretary shall encourage participation in carrying out the purposes of this Act by the maximum number of different private agencies in each field consistent with the present or potential market for their services in each country."

Every Division of the Office of International Information is dealing in one way or another with private agencies for such purposes as leasing or acquiring short wave transmitters; purchasing American magazines and newspapers for free distribution overseas; contracting for the private production of recorded radio programs; commercial monitoring pickups (domestic receiving service under contract with RCA); contracting for films, including foreign-language versions and exhibition prints; printing of *Amerika* magazine; contracting for printing of a monthly brochure, in six languages, containing program schedules and brief items on Voice of America programs, for distribution in the field; contracting with newsphoto agencies; purchasing special pictures, picture plastics, displays, filmstrips, etc.

The purchase of American magazines and newspapers above referred to has amounted to \$300,000, the publications involved being the Paris edition of the *New York Herald Tribune*, the Overseas

FROM
AMERICA TO SHANGHAI
LATEST

The New York Times

4 DAYS!

TIME

Newsweek

KEEP UP WITH THE NEWS

190

THE FREE AMERICAN LIBRARY

"... the demand for American reading matter abroad is very great. . . ." Window display at USIS Shanghai.

A dvertising

A NEW WEAPON
IN THE WORLD-WIDE

fight for freedom

A Guide for American Business Firms Advertising in Foreign Countries

*Prepared by The Advertising Council in consultation
with The United States Information Service
of the Department of State*

*Material on European aid program approved by
Economic Cooperation Administration*



*"... guide to businessmen . . . was prepared and copies
widely circulated to industry leaders."*

Edition of the New York Times, *Life* and *Time International*, *Newsweek* Overseas Edition, *Reader's Digest* (English, French, and Italian editions) and the *Rome American* (published in Rome). These purchases were in addition to the normal distribution of newspapers, magazines, and books carried out by the Division of Libraries and Institutes of the Office of Educational Exchange. The Department is presently planning the inclusion of other titles in order that a fuller cross-section of American magazines and newspapers will be obtained for overseas distribution.

As stated elsewhere in this report, the demand for American reading matter abroad is very great, and the principal reason for the limited supply is the shortage of dollars in most countries of the world. The exceedingly limited distribution by the Department of American magazines and newspapers does not, of course, begin to meet the situation. In this connection the Commission is puzzled by the fact that the Congress saw fit to make available to the Economic Cooperation Administration ten million dollars (almost equal to one third of the total appropriation for the purposes of Public Law 402) to stimulate the dissemination of private media (through currency-exchange aid) in the countries receiving assistance under the European Recovery Act.

It is suggested that the dissemination of American private media abroad is primarily and essentially an informational activity of the kind contemplated by Public Law 402. It is further suggested that responsibility and funds for this activity should be placed with the Department of State which is responsible for the administration of Public

Law 402, and that the activity should not be limited to countries receiving aid under the European Recovery Act.

The second classification of activities in cooperation with private enterprise is those which have as their objective the encouragement, guidance, and aiding of private industries, agencies, and individuals in developing their own informational and educational activities abroad. The potential of this activity is very great, and a good start, but only a start, has been made in developing it. The following are examples of projects which are now in operation or are being worked out:

The Advertising Council, a public service organization, representing and supported by American advertisers and advertising agencies, has, in consultation with the Department, undertaken a national campaign to enlist the co-operation of private industry in developing an information and educational-exchange program abroad with objectives similar to those of the Department's program. A booklet guide to businessmen on how to achieve these purposes was prepared and copies widely circulated to industry leaders. The campaign was launched by a meeting held by the Council with over a hundred industry leaders present. Several companies have already begun to prepare material based on the suggested themes.

Working with several national business concerns which have offices in various parts of the world, ways and means have been, or are being, developed whereby photographic and other exhibit materials, films, bulletins, newsletters, etc., can be used and displayed in their offices abroad.

The Department is cooperating closely

with private organizations concerned with campaigns to write letters to friends and relatives abroad concerning the American way of life.

In the field of used books and magazines, efforts are being made to increase their flow through private channels to other countries, without, however, encouraging mass shipments in bulk which would have adverse effects.

Other projects include efforts to stimulate private individuals to subscribe to

technical and other appropriate magazines to send as gift subscriptions to individuals or institutions abroad. At the same time, ways are being sought to develop simpler means for foreigners to subscribe to U. S. periodicals. This comparatively new phase of the Department's program has already gained considerable momentum and promises some interesting new developments in the coming year.



Publicizing the ECA

IT IS highly important that all people in the Marshall Plan countries understand the plan of economic recovery, how it affects or will affect their daily lives, and what progress is being made in carrying out the plan. While it is true that the countries with whom Marshall Plan agreements have been executed have agreed to give it the fullest publicity in the local press yet most of these countries are not well-equipped either with the talent or the physical facilities for doing a good publicity job. The one exception to this, in the countries visited by Mr. May, is England. In France, Italy, and Greece ERP has its own publicity staff. In Paris there is a staff of twenty people connected with the Harriman Mission (ECA).

In all the Marshall Plan countries visited by Mr. May there is a close and effective working arrangement between USIS and ECA. ECA publicity is given first priority by the USIS channels of distribution. In Paris the USIS office has

a liaison officer who devotes full time to working with ECA. In Greece certain of the press officers and the motion-picture officer work jointly for USIS and ECA.

In Rome the ECA publicity office is in the same building with USIS, and there is close cooperation between the operations of the two offices. The information officer in Naples made all the arrangements and conducted the publicity and provided the motion pictures for a large ECA exhibit which was on for two weeks and attracted a total attendance of 180,000 people. Photographs of this exhibit are included in this report. The Commission is well-satisfied with the cooperation that is now evident in the field and has no recommendations to make concerning changes in administrative arrangements.

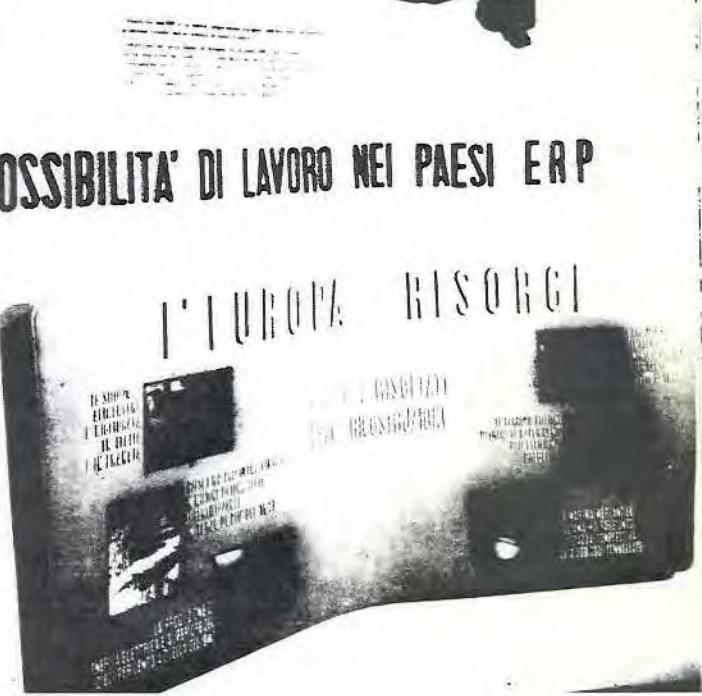
Since the passage of the European Recovery Act in March 1948, the Voice of America has treated the ECA program as an informational effort of prime importance. Coverage has been so heavy



Presenting objectives of the Marshall Plan to the Italians: *part of an exhibit explaining the European Recovery Program produced in Italy by the ECA.*



POSSIBILITA' DI LAVORO NEI PAESI ERP

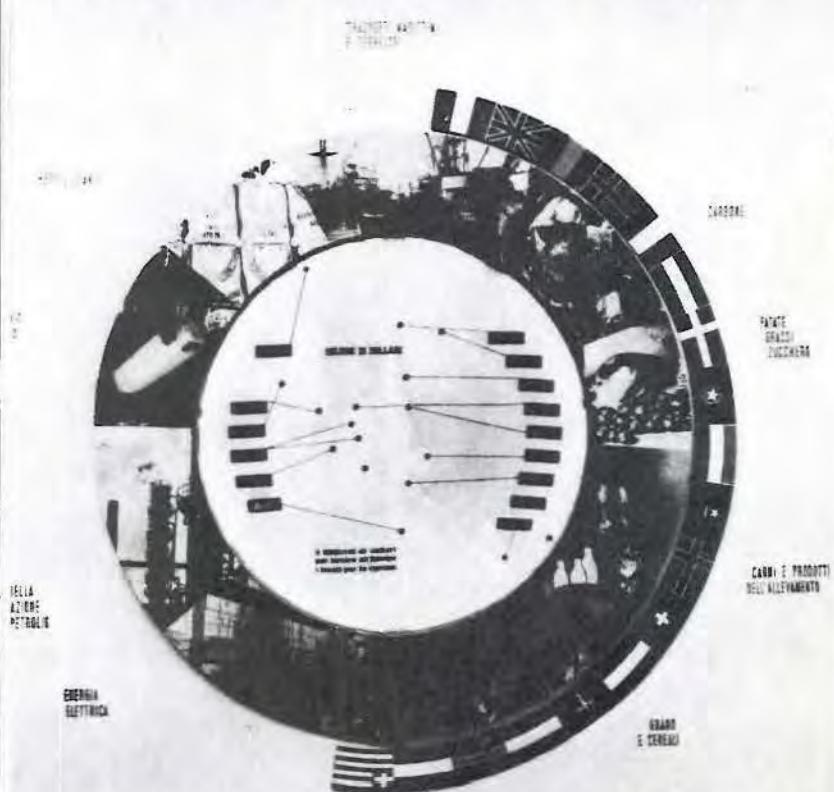


NEI PREMI VALUTI



AMERICA DELL'EUROPA

INTEGRAZIONE AMERICANA
VIVERI MATERIE PRIME ATTREZZATURE SPECIALI CREDITI



"... there is a close and effective working arrangement between US and ECA."

AUMENTO DELLA PRODUZIONE EUROPEA

and continuous that during the past year ECA and ERP have received more air-time in American international broadcasting to Europe than any other single topic.

The approach has necessarily varied from one broadcast area to another. Output to Western Europe has emphasized the day-to-day grants and shipments to the participating countries, also using opportunities to remind Europeans that they have a responsibility in furthering the program and of the need for European countries to increase mutual economic cooperation.

Broadcasts to Eastern Europe and the U. S. S. R. have stressed factual reports of economic progress achieved in Western Europe under the impetus of ECA.

The ECA has received less attention in the broadcasts to Latin America, although the benefits that Latin American countries will derive from ECA have been brought to their attention.

The coverage to the Far East has been devoted mainly to important ECA developments in the news and to details of the ECA assistance which the United States has provided under the program to China, Korea, and Indonesia. The Voice continues to give full daily news coverage in 18 languages to all ECA news developments. In an effort to acquire useful information from ECA,

the Voice has assigned a member of its news staff to work full time with the agency.

The Press and Publications Division of OII furnishes ECA with pictures on ECA subject matter overseas. USIS offices make available to ECA press facilities and provide the distribution machinery for ECA materials. The Paris office also makes available USIS feature and background materials to ECA.

A short film story of Congressional debate and approval of the recovery measure, its enactment into law with President Truman's signature, and the shipment of goods was prepared by the Motion Picture Division and made available to the newsreel companies for theatrical showings abroad. Subsequently, liaison has been maintained with the U. S. commercial newsreel companies toward the end of securing the broadest and most effective display abroad of ERP developments.

The Motion Picture Division is producing two pictures, one of which is nearing completion. These films will establish the vital importance of the self-help and mutual-aid program to the people of the participating nations. The Department has made its projection and review facilities, both here and in the field, available to officials of ECA for the screening of motion pictures.



Recommendations Made by the Commission on Information to the Secretary of State

THE Commission, in its first report to the Secretary of State, dated December 23, 1948, made the following observations and recommendations:

" . . . the Commission is of the opinion that there is not yet a full realization in the Department of State of the potential value and effectiveness of the instruments by which a full and fair picture of the United States and its policies can be given to the world. The Commission thinks of the use of information media as entering into, rather than being apart from, the formulation and projection of policy. . . .

" . . . the Commission feels that it is desirable to have an information specialist on the Policy Planning staff of the State Department, and at the very least it is necessary to have him sit in on policy planning meetings as a technical expert. . . .

" . . . Various steps have been taken during the fiscal year, such as the creation of a policy-planning staff for information, which look toward an improvement of the situation, but the greatest gap, the Commission feels, is still the lack of complete integration at the level at which policy is made. We recommend that the Secretary have a study made of the possibility of having more weight given to the effectiveness of our information program in planning policy. An injunction should be laid on every policy formulating office, division and desk of the Department, to consult with and plan with responsible information repre-

sentatives just as responsible economic and political officers are consulted in the formulation of specific policies, affecting their fields of responsibility. . . .

" . . . it is conceivable that good effect can be lost if there is undue delay within the policy-making branch of the Department in giving guidance to the Voice of America, and to other media of information in all government departments, even if it be of an interim nature. The Voice of America broadcasts almost 24 hours a day and listeners all over the world await American reaction to world events. There is a growing awareness of that fact within the Department, but we think it can be sharpened up. . . .

"In Administration as well as in matters relating to policy, the Commission wishes to emphasize that there should be full realization by the officers of the Department of the objectives of the information program and the requirements of fast-moving operations. We are certain that continued study by the Department would result in adequate administrative flexibility which would meet the needs of the operating divisions of the Office of International Information. . . ."

The Commission also stated that it desired to give further consideration to certain matters and cover them in its semiannual report and made particular reference to the extent to which the immediate strengthening and coordinating of United States foreign information measures have been adequately carried forward.

ACTION TAKEN BY THE SECRETARY OF STATE

On January 19, 1949, Acting Secretary of State, Robert A. Lovett, addressed a letter to the Chairman of the U. S. Advisory Commission on Information stating that he was taking steps to insure careful consideration of the Commission's recommendations, and would transmit the report to his successor for the attention of the incoming Secretary of State. Mr. Lovett added that he was referring the report to the appropriate officers of the Department, with the request that they give careful study to the Commission's recommendations and advise the Secretary's office regarding possible methods of implementation. He further stated that he was requesting the Assistant Secretary for Public Affairs to prepare a report on the extent to which the immediate strengthening and coordinating of United States information measures have been carried forward and requesting the Assistant Secretary for Administration to give particular attention to the Commission's observations regarding the administrative re-

quirements of fast-moving information operations.

The Commission has not received a further report from the Department on the action taken on its observations and recommendations. This is undoubtedly due to the fact that the recently appointed Secretary and Under Secretary have not had an opportunity to study the Commission's report and/or the reports from their various offices in the Department. We will transmit a supplemental report to the Congress as soon as we receive a reply from the Office of the Secretary of State.

The Commission on Information understands that the reorganization now underway in the Department of State is intended to lead to a closer integration of the information program with other offices of the Department. This is heartening. However, the Commission is impressed with the need for policy responsibility for the information activities on a world wide basis to remain centralized in the office of the Assistant Secretary for Public Affairs.



Conclusions

(1) Events in the past year have made a United States Government information program more important than ever. The Commission feels that every opportunity for expansion should be embraced immediately.

(2) To make the program effective at home, the most important step is to close the gap in policy between other

parts of the Department and the information area.

(3) The budgetary recommendations which have been sent to the Congress for this program for 1950 are a bare minimum for continuing the beginning which has been made.

(4) To improve the effectiveness of information by radio we should in-

crease its physical facilities in order to strengthen its signal and provide more medium-wave relay bases; increase the number of broadcasts; improve the attractiveness of American programs; and increase the number of radio officers in countries that have large national networks. Wherever possible we should endeavor to buy time on local radio stations.

(5) Visual materials (motion pictures, displays, and exhibits) should be carried to the small towns, villages, and rural areas, and this can be done most effectively and efficiently with mobile units.

(6) There is a great need for more motion pictures of a documentary and informational character, and the procurement of language adaptation of films should be rapidly and substantially increased.

(7) Funds for travel and entertainment are very limited, and an increase

in these funds may very well be one of the best investments that could be made. It is impossible to do a good information job without doing at the same time a good public-relations job.

(8) In a few key cities of the world we do not have a wireless monitoring service. Such a service should be established for reception of the Wireless Bulletin, and it is vitally important that the Bulletin be translated into the languages of the various countries.

(9) There is a great need for additional regional offices and branch libraries to be established outside the capital cities.

(10) The dissemination of American private media abroad is primarily and essentially an informational activity and the responsibility and funds for this activity should be placed with the Department of State, and the activities should not be limited to the countries receiving aid under the European Recovery Act.

Appendixes

1. International Broadcasting Division (IBD)

(Usually referred to as the Voice of America, the Voice, or VOA)

PROGRAM OPERATIONS BRANCH

The Program Operations Branch comprises three basic services. They are the News Section, the Language Section, and the Production Section.

The News Section. The News Section prepares a daily basic news file gathered from the news services at the disposal of the International Broadcasting Division for translation and adaptation by the language desks. It supplements this news file with analyses and interpretations of the news, talks, editorial round-ups from the press of the Nation, features on a variety of subjects, dramatic presentations, and on-the-spot interviews with prominent personalities, for translation and adaptation by the language desks.

The Language Section. The language desks are organized in four regional groups, namely, Slavic and Balkan, Western and Northern Europe, Eastern and Pacific, and Latin American. They prepare for daily broadcasts radio scripts consisting of news, commentaries, and features. Each desk translates and adapts material from the basic news file, commentaries, and features prepared by the News Section. In addition, each language desk originates commentary and feature material of a highly specialized and regional nature. Besides these language desks, an English desk prepares

radio scripts in English consisting of news, commentary, and features for broadcasts to the world in English.

23½ Hours in 18 Languages. IBD currently broadcasts a total of 23½ hours daily, of which 9 hours are in English to all areas and 14½ hours are in the following languages:

45 minutes German to Austria
30 minutes Bulgarian
60 minutes Chinese
60 minutes Czech/Slovak
60 minutes French
45 minutes German to Germany
30 minutes Greek
45 minutes Hungarian
70 minutes Italian
30 minutes Korean
60 minutes Polish
30 minutes Portuguese
30 minutes Rumanian
120 minutes Russian
30 minutes Serbo-Croat
15 minutes Slovene
30 minutes Spanish to Spain
65 minutes Spanish to Latin America

The Production Section. The Production Section supplies the directors, narrators, announcers, actors, and music for the actual broadcasts. In performing its function, the Production Section is responsible for the application of the most effective radio production techniques in broadcasting the scripts prepared by the language desks.

Content of Programs. The programming to the various areas varies as to content in accordance with local political conditions and interests, as well as the availability or lack thereof of a free flow of information in each country. Thus, to Eastern Europe, the Voice of America broadcasts preponderantly news, and commentaries of a political and economic type; whereas, to Western Europe, cultural information and feature presentations make up a larger proportion of the output; to the Far East, news and political analyses form the major share of each broadcast; to Latin America features and a lighter type of programming are presented.

Relay or Rebroadcast Services. The Voice of America broadcasts emanating in New York are relayed or rebroadcast in Europe by the following services:

The British Broadcasting Corporation (European Service)

The American Relay Base in Europe (Munich)

Radiodiffusion Française (France)

Radio in American Sector (Berlin)

Information Service Division—U. S. Army of Occupation (Germany)

Rot-Weiss-Rot (Austrian Radio Network)

Radio Audizioni Italia—Italian Radio Network

Greek Network

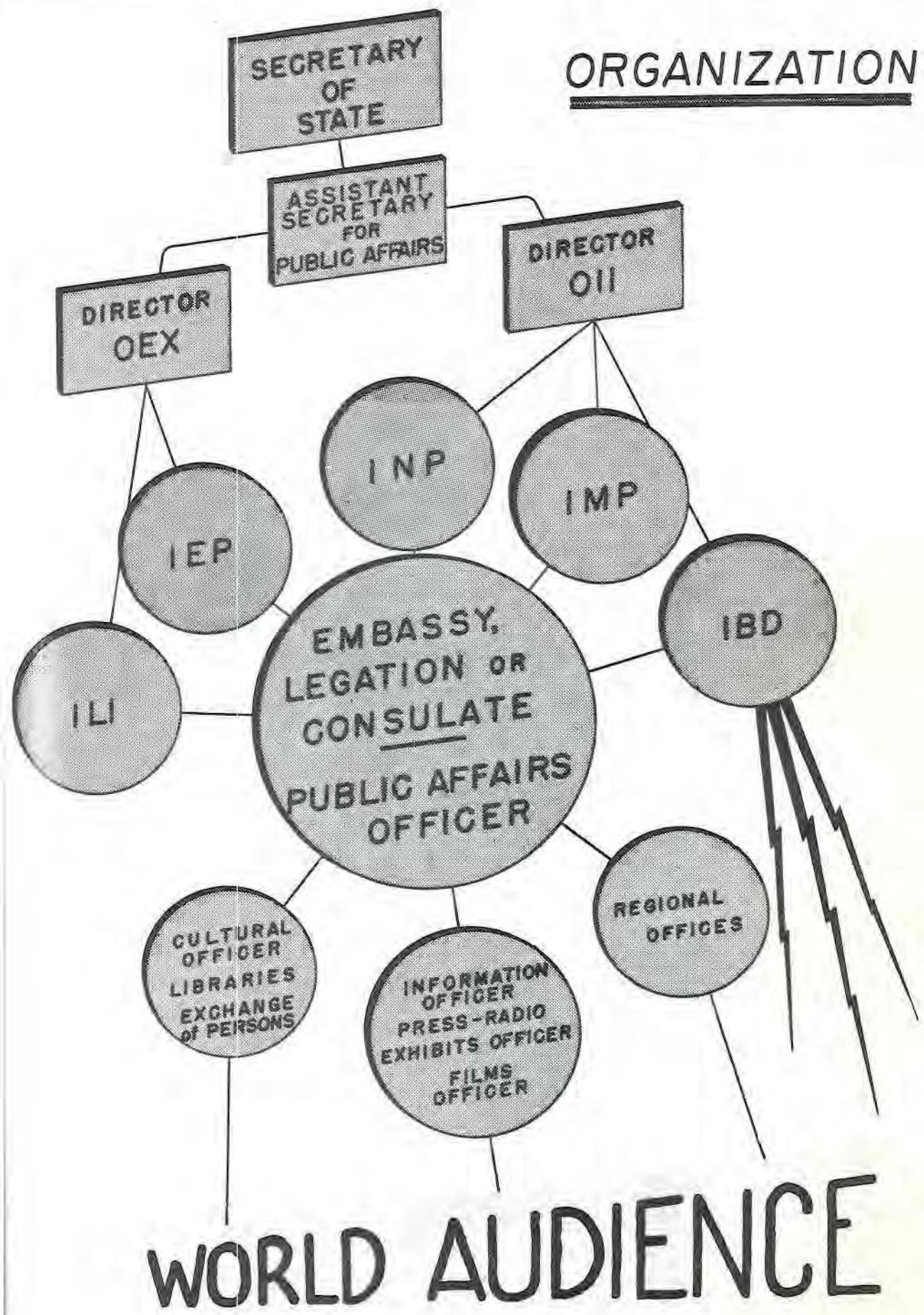
In the Far East they are relayed or rebroadcast by Honolulu and Manila, a number of stations of the Chinese Network in China, and the U. S. Military Government Network in Korea; in Latin America by the Buenos Aires Radio Network and approximately 12 independent stations in various Latin American countries.

The Overseas Distribution Unit. This unit supplements the actual broadcasting prepared by the Program Operations Branch by providing recordings, together with the scripts and/or program notes, to USIS offices in Europe, Latin America, the Near and Middle East, and the Far East (a total of 75 distribution points) for rebroadcast on medium wave by foreign stations. This service consists of recording both IBD original broadcasts and domestic commercial broadcasts prepared specifically for distribution overseas. This service extends the scope of the OII informational program by making it possible to reach a wider audience than may be reached through direct broadcasts.

For example, to Bombay, India, music transcriptions of all types together with program notes—78 disks—are sent monthly. In addition, radio scripts entitled "This Land and Its People", "Here Are the Answers", "Radio Forum", "University of the Air", and special-events interviews are furnished on a recurring basis for local production. A monthly report from the American Embassy, Bombay, indicates that "All India Radio" scheduled 13 programs using the above recordings for a total broadcast time of 9 hours and 15 minutes in one month.

The following are examples of recorded programs sent to Rome, Italy: "Ai Vostri Ordini", a half-hour "question and answer program"; 4 programs a month played over Italian network *in toto*. "Radio University", a 15-minute talk program dealing with scientific, economic, and cultural topics; 8 programs at $\frac{1}{4}$ hour each sent regularly each month and used *in toto*, in other

ORGANIZATION



ASST SECRETARY FOR
PUBLIC AFFAIRS

OII

IBD

IMP

INP

VOICE
OF
AMERICA

WIRELESS
BULLETIN

23 1/2 HRS. DAILY
18 LANGUAGES

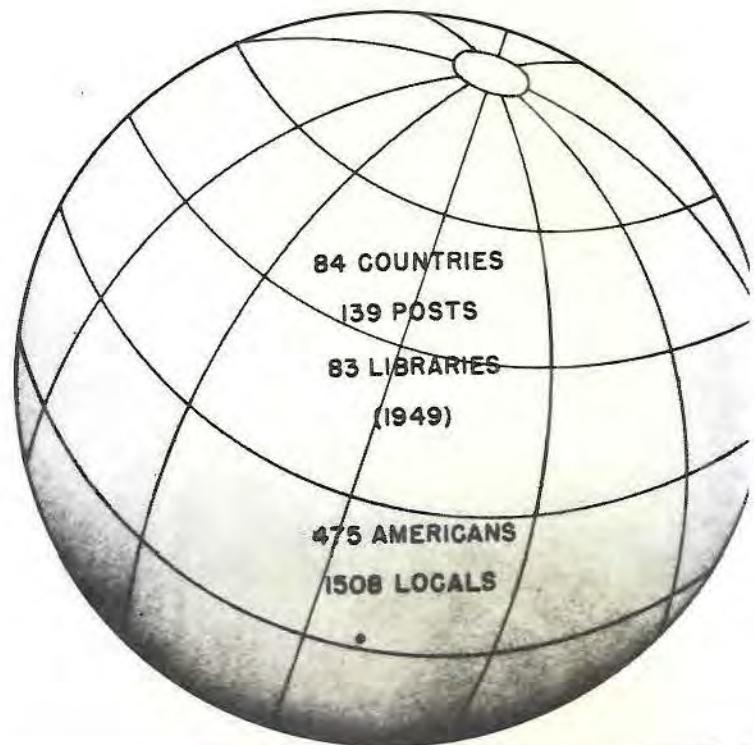
DOCUMENTARY
FILMS

"NEWS
MAGAZINE"

NEWS, FEATURES
PHOTO DISPLAYS

RECORDINGS

FILMSTRIPS



words, 2 hours. "Panorama D'America", a 15-minute program rebroadcast weekly, totaling one hour a month. A half-hour musical program broadcast every other week. In addition to the above, special programs such as the "Boys' Town Choir", a half-hour dramatized show, ECA interviews, etc., are sent each month.

At the request of the American Embassy, Rio de Janeiro, Brazil, 625 disks are sent monthly, consisting of 16 sets of music transcriptions together with program notes; also 25 copies of the "Hit Parade" are sent weekly with Portuguese commentaries. In addition, such holiday and anniversary programs as are thought to be of special interest are prerecorded in New York and sent to Rio.

FACILITIES BRANCH

The Facilities Branch comprises four sections: Network Operations Section, Engineering Section, Operations Section, and the Relay Bases Section.

Network Operations Section. Provides for the physical formation and operation of the network and short-wave transmitters. Organizes, plans, and allocates the use of wire-line facilities and internal studio and recording facilities.

Engineering Section. Develops the requirements for technical facilities in the U. S. and abroad to meet the needs of future broadcasting, construction, and maintenance. Propagation studies and recommendations.

Operations Section. Is responsible for the operation of studio, recording and transmission facilities in accordance with schedules prepared by Network Operations Section.

Relay Bases Section. Is responsible for direction of operation at Honolulu and, in collaboration with the Foreign Service, direct operation of other relay bases.

Physical Facilities

Studios. Twelve, used for origination of recorded and live transmissions, rehearsals, remote pickups for insert of special program material, and denaturing of off-line recorded programs.

Recording. Fourteen lathes, used for recordings of studio and off-line programs, cutting of master disks for processing and pressing for overseas distribution, automatic memavox recordings (20 machines) for continuous reference recordings of all IBD broadcasts.

Field Recording. Mobile and portable equipment for recording or feeding remote programs into Master Control and Recording Room through provided telephone circuits.

Master Control. Coordinates, distributes, receives and transmits broadcasts over 40 circuits from as many studios, transcription rooms, and remote locations directly to approximately 50 program lines flexibly connecting with approximately 40 additional program lines to the various U. S. transmitters, communications companies, etc.

Network Program Lines. Consist of local loops connecting Master Control with the United Nations, AFRS, CBS, and NBC, as well as with various communications companies such as RCAC, Press Wireless, and A. T. & T.; local loops used for receiving live and recorded broadcasts and interconnected with land lines and a transcontinental circuit for transmission of all programs to the transmitters; local loops used in

connection with point-to-point trans-oceanic service to and from foreign points, remote pickups of programs, and the delivery of programs and special events material to and from points within and outside the country.

U. S. Transmitters. The Department's contracts are with 7 international broadcasters for the operation of 39 transmitters in the U. S., ranging in capacity from 10 kw to 200 kw. The purpose and function of U. S. transmitters is, of course, to transmit, directly as well as by way of overseas relay stations, English and foreign-language broadcasts to the target areas intended. East Coast plants cover broadcasts to all of Europe, North Africa, and the Middle East. West Coast plants cover broadcasts to Australia, Hawaiian Islands, Philippine Islands, Netherlands, East Indies, Asia, and Alaska. (East and West Coast plants cover broadcasts to Latin America.) The location of the transmitters by State and the number of transmitters operated by each contracting company is as follows:

TRANSMITTERS

<i>State</i>	<i>Number of transmitters</i>
New York	7
New Jersey	8
Massachusetts	6
Ohio	8
California	10
<i>Total</i>	<i>39</i>
 <i>Broadcasters</i>	
Associated Broadcasters	2
Crosley Corporation	8
CBS	9
General Electric	5
NBC	9
Westinghouse	1
World Wide	5
<i>Total</i>	<i>39</i>

RELAY TRANSMITTERS

<i>Base</i>	<i>In operation</i>
Munich	4 short-wave transmitters, 100 kw.
BBC Wooferton	5 short-wave transmitters of 50 kw. supplemented by 2 BBC medium-wave transmitters of 50 kw. plus 400 kw. respectively.
Manila	1 short-wave transmitter, 50 kw.
	1 medium-wave transmitter, 50 kw.
Honolulu	1 short-wave transmitter, 100 kw.

The functions of the Department's relay bases are twofold: (1) to strengthen the signal into a specific area, and (2) to convert the signal into frequencies capable of being received.

In reference to item (1) above: the reasons for the strengthening of signals can be realized when it is considered that—

(a) The greater the distance between the transmitters and the target the weaker the signal. This is due, in part, to the fact that a greater number of "hops" or "skips" are required for the signal to reach the target over a long distance, and, accordingly, with each "hop" the signal strength is respectively weakened. These "hops" will also vary in number according to the season of the year. Although a limited control can be exercised over these "hops," the basic characteristics do not change because of the excessive distance between the United States and its targets.

(b) The path to many of the Department's target areas—for example, Russia—necessitates the signal's traveling



IBD maintains a library of recordings for service to USIS overseas missions.



Engineers operating lathes for recording studio programs.

near or directly over the magnetic pole, tending to weaken it as well as to push it south of the intended target.

In reference to item (2) above: it is the intent of the Department to reach as large an audience as possible and attempt to increase the number of listeners. However, in order to lay down an adequate signal emanating from the United States, propagation requirements dictate the use of a frequency higher than the average radio set is capable of receiving, or receiving with adequate intelligibility. By converting the signal to a lower frequency ratio, this problem is overcome.

This conversion by relay transmitter has the effect of putting a program into a given area on several strong signals—multichannel operation—capable of being received by the average short-wave receiver. The additional signal strength and number of channels not only reduce the effectiveness of possible jamming of Department programs but also make jamming more difficult.

Further, it is planned for the Department to establish medium-wave transmitters where feasible, in order to reach an even larger audience whose sets are not equipped to receive short wave. It is understood, of course, that medium wave is limited by distance. However, this can be overcome somewhat by an increase in transmitting power and the use of directional antennae. The use of medium-wave relay will not only facilitate a more flexible operation but also increase the effectiveness of program coverage.

Miscellaneous Facilities. Playback recording equipment for monitoring and auditioning of recorded programs; stronger system for simultaneous moni-

toring of any incoming or outgoing programs or rehearsals and domestic broadcasts; teletype communication system for coordinating all operation with the transmitter locations; radio telephone switchboard for direct contact with all interior operating offices as well as communications companies; and television monitoring receivers for the monitoring and coordination of special events.

PROGRAM EVALUATION BRANCH

The Program Evaluation Branch comprises three basic services: the Analysis Section, the Audience Mail Section, and the Program Information Section.

Analysis Section. The Analysis Section arranged for radio surveys in Finland, France, and Sweden to determine audience opinion of Voice of America output and popularity of BBC, Radio Moscow, and other foreign broadcasts compared with the Voice of America. (See appendix 6.) It also conducted a survey and made a report on the percentage of short-wave receivers and average number of listeners per set. (See appendix 5.) Audience listening habits have been analyzed regarding the extent of short-wave and medium-wave listening to local and foreign nations broadcasts and preferred listening times, and this is used by IBD in program planning.

To analyze all available intelligence material for areas in which surveys cannot be conducted, e. g. Iron Curtain countries, and to coordinate research and intelligence material to aid in the scheduling of Voice of America broadcasts to reach a maximum audience with the greatest impact and effectiveness is a major responsibility of this section.

Audience Mail Section. The Audience Mail Section handles and processes approximately 150,000 letters annually, addressed to the Voice of America, from the far corners of the world. It acknowledges all audience mail in the language of the original letter, supplies as far as is possible all information requested therein, and prepares audience-mail content studies for use by IBD and other offices of the Department.

Since October 1948, 53,000 Voice of America listeners have requested short-wave-radio program brochures. These names have been added to the permanent mailing list of approximately 400,000 names (a list representing direct requests from listeners over the past several years). The mailing list is kept current by constant deletions, corrections, and additions of names.

72,849 letters have been received from Voice of America listeners since October 1948 in the following languages:

German	34,244
English	24,718
French	5,537
Spanish	4,118
Italian	3,467
Miscellaneous	765

A staff of five people has not been adequate to handle this volume of mail.

Program Information Section. The Program Information Section prints and

distributes short-wave-radio program brochures (24 pages) in six foreign languages and English. Distribution for March 1949 was: 92,000 in German-English, 128,000 in Spanish-English, 65,000 in French-English, 41,000 in Italian-English, 38,000 in Portuguese-English, and 13,000 in Chinese-English.

Transcription promotion consisting of feature stories and photos (approximately 30 stories and 5,000 photos a month) is now being planned. Promotion will be placed locally through the USIS. Feature stories, personality sketches, etc., on short-wave broadcasts will be distributed with photos, ads, mats, posters, etc., to promote specific Voice of America programs. Foreign radio magazines and newspapers are now supplied with promotion stories and photos on the Voice of America upon request.

For fiscal year 1949, IBD has an authorized personnel ceiling of 624 employees and a total budget of \$11,600,349.

U. S. operations and Honolulu . . .	\$6,915,367
Capital investment in relay facilities and bases	4,000,000
	10,915,367
Relay operations and includes salary for 36 Americans and 139 locals at relay bases overseas	684,982
	11,600,349

2. International Press and Publications Division (INP)

CURRENT AFFAIRS BRANCH

Wireless Bulletin Section. Seven thousand words daily of principally textual material concerning the official acts and pronouncements of the Government are transmitted by Morse wireless six days a week, monitored by 52 missions overseas, and airmailed from those points and from Washington to a total of 130 missions.

European Regional Section. Approximately 5,000 words a day are also sent by Morse transmission supplementing Wireless Bulletin material containing material of particular interest to European countries.

Near and Mid-East Regional Section. The same as European Regional file except applied to the Near East area.

The material listed above is serviced by overseas information staffs to United States and foreign press agencies, foreign newspapers, government officials, and other important persons.

In Wireless Bulletin transmissions to the Far East and Latin America, special regional items are added as available at the rate of 750 to 2,000 words a day.

BASIC INFORMATION BRANCH

Air Bulletin Section. The Air Bulletin is sent twice weekly, each issue consisting of approximately 15 stories of approximately 250 words each on current developments in various fields of interest in the United States such as science, agriculture, education, art and litera-

ture, etc. This material is tightly written to increase its utility in foreign newspapers, most of which are suffering from lack of adequate newsprint.

Special Articles Section. Approximately 12 illustrated feature stories on all aspects of American life, including profiles of prominent Americans, are prepared each week.

Examples: "Nonprofit Agencies Provide Low-Cost Medical Care".

"U. S. to Honor Two Million Members of 4-H Clubs".

The average length is approximately 1,000 words and is especially useful for magazines and Sunday editions of newspapers.

Mission Service Section. This Section provides a fast service for all requests from overseas missions for specific material needed in the field.

Examples: News and background coverage of visit of Venezuelan President to U. S., cabled and mailed to Caracas, including 6 news stories, 7 background articles, 6 roundups of U. S. editorial comment, and many newspaper clippings.

Full details of testimony of Thomas Finletter at ECA hearings, cabled to London.

In addition, it provides a steady volume

of background material intended to supplement the Morse transmissions on current topics. Newspaper clippings and staff-written material are utilized primarily for this purpose.

PHOTOGRAPHIC BRANCH

Feature Photo Section. Each week two or three picture stories consisting of from six to fifteen photographs, with appropriate captions, are supplied to the missions for a combination use, i. e. republication or bulletin board display. A weekly packet of top feature photographs depicting American life is sent for republication purposes.

Examples: "The Berlin Airlift".
"On-the-Job Training".

For smaller newspapers without engraving facilities a weekly packet of feature plastic plates is supplied.

This section also services photographic requests coming from overseas missions.

Filmstrip Section. Approximately three filmstrips a month are prepared by this section. The filmstrips are accompanied by lectures and consist of subjects pertaining to American life.

Examples: "Small Farming".
"Penicillin".

They are primarily utilized through school systems and ministries of education where projectors are loaned by the USIS.

Photo Display Section. One black-and-white display subject a month is dispatched to the field. Each subject consists of from twenty to fifty 11" x 14" mounted enlargements, and each tells a story on some phase of American life.

A total of 173 complete sets on each subject is distributed among 81 missions.

Examples: "Soil Conservation".
"News in the Making".

These are displayed in libraries, museums, and other appropriate places.

One picture page every three weeks is sent to the field. This is a lithographed job consisting of from five to eight pictures with captions and color bands, each telling a short, terse story on some phase of life in the United States. The over-all size of the picture pages is approximately 30 x 40 inches. They are supplied in an average of 1,000 copies per mission and are placed in schools, store windows, and other public places.

NEW YORK BRANCH

INP maintains a Foreign Journalists Liaison Unit in New York which provides information on a request basis to approximately 500 foreign correspondents resident in that city. This unit assists foreign correspondents in obtaining information for stories and numerous other services which expedite their work in a foreign country.

MAGAZINE BRANCH

Russia Magazine Section. *Amerika*, a magazine of the *Life-Saturday Evening Post* style and format printed in the Russian language is prepared monthly for distribution in the Soviet Union. This magazine covers all phases of American life, and 50,000 copies a month are sold to the government distribution agency, for newsstand resale; an additional 12,000 copies are printed and circulated in the European "curtain



USIS Batavia's radio monitor receiving the daily Wireless Bulletin, relayed from Manila by Morse.



General information and reception desk at USIS Batavia. Two Javanese editors are examining a batch of recently arrived photos from the U. S.



Indonesia's Minister of Education tests a USIS filmstrip projector, one of a number placed on indefinite loan to the Republic.



Local clerks working steadily in the mail room of USIS Batavia preparing information matter for distribution throughout the Indonesian Republic.

DISTRIBUTION OF INP SERVICES

POINTS SERVED



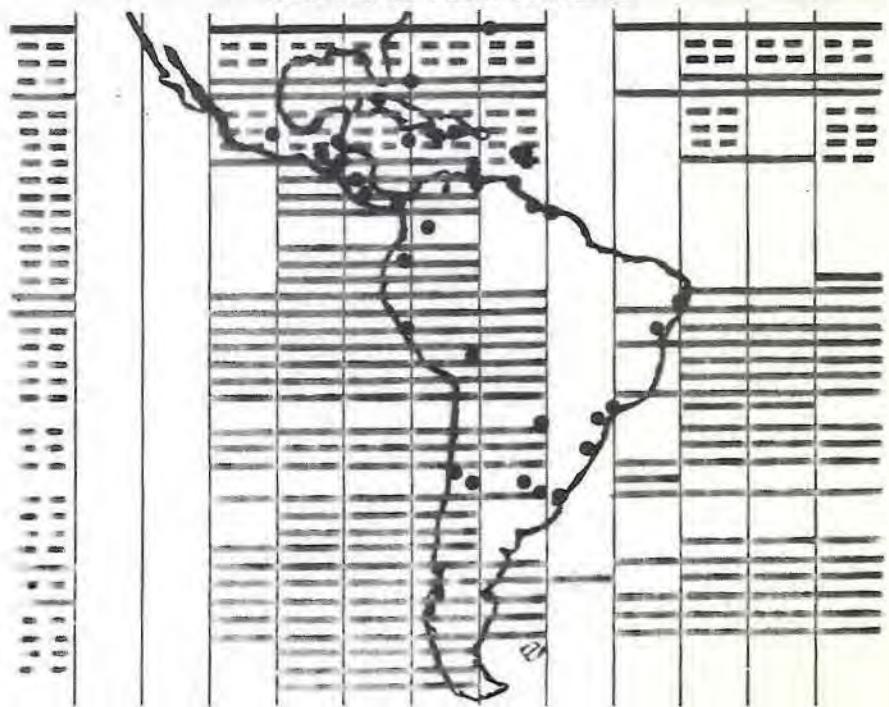
EUROPE

Austria - Vienna
 BELGIUM - Brussels
 BULGARIA - Sofia
 CZECHOSLOVAKIA - Prague
 Bratislava
 DENMARK - Copenhagen
 FINLAND - Helsinki
 FRANCE - Paris
 Bordeaux
 Lille
 Lyons
 Marseille
 Strasbourg
 Germany - Bad Nauheim
 Berlin
 Bremen
 Frankfort
 Munich
 Nuremberg
 Stuttgart
 GREAT BRITAIN - London
 Gibraltar
 GREECE - Athens
 Salonic
 Patras
 HUNGARY - Budapest
 ICELAND - Reykjavik
 Ireland - Dublin
 ITALY - Rome
 Florence
 Genoa
 Milan
 Naples
 Palermo
 Turin
 LUXEMBOURG - Luxembourg
 NETHERLANDS - The Hague
 Amsterdam
 NORWAY - Oslo
 POLAND - Warsaw
 Gdansk
 Poznan
 PORTUGAL - Lisbon
 Ponta Delgada
 Funchal
 RUMANIA - Bucharest
 SPAIN - Madrid
 Tenerife
 SWEDEN - Stockholm
 SWITZERLAND - Bern
 TRIESTE - Trieste
 U.S.S.R. - Moscow
 YUGOSLAVIA - Belgrade



WESTERN HEMISPHERE

ARGENTINA - Buenos Aires
 Mendoza
 Rosario
 BOLIVIA - La Paz
 Rio de Janeiro
 Bahia
 Porto Alegre
 Recife
 São Paulo
 British Honduras - Belize
 British Guiana - Georgetown
 British West Indies - Antigua
 Bahamas
 Barbados
 Bermuda
 Trinidad
 Chile - Santiago
 COLOMBIA - Bogota
 COSTA RICA - San Jose
 CUBA - Havana
 DOMINICAN REPUBLIC - C. Trujillo
 ECUADOR - Quito
 EL SALVADOR - San Salvador
 French West Indies - Martinique
 GUATEMALA - Guatemala City
 HAITI - Port-au-Prince
 HONDURAS - Tegucigalpa
 JAMAICA - Kingston
 MEXICO - Mexico City
 Netherlands West Indies - Curaçao
 Surinam
 NICARAGUA - Managua
 PANAMA - Panama City
 PARAGUAY - Asuncion
 PERU - Lima
 URUGUAY - Montevideo
 VENEZUELA - Caracas
 Canada - Ottawa
 Greenland - Godthaab
 Newfoundland - St. John's



DISTRIBUTION OF INP SERVICES

POINTS SERVED

WIRELESS BULLETIN EUROPEAN REGIONAL NDAEST REGIONAL MISSION SERVICE SPECIAL ARTICLES AIR BULLETIN SCIENCE LETTERS MAGAZINE REPRINTS "AMERIKA" MAGAZINE FOREIGN JOURNALISTS FEATURE PHOTOS PHOTO DISPLAYS FILMSTRIPS

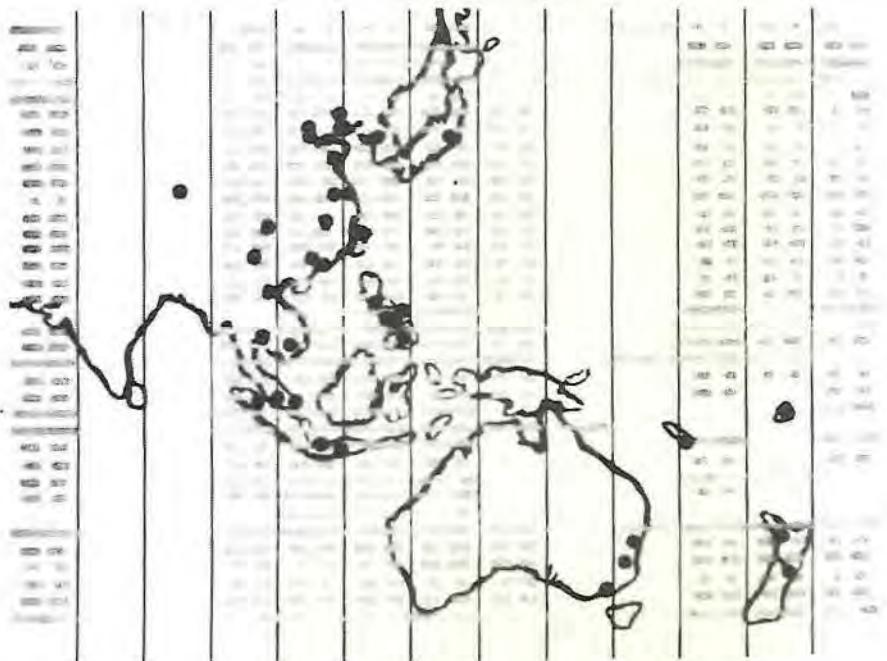
NEAR AND MIDDLE EAST - AFRICA

AFGHANISTAN - Kabul
 BURMA - Rangoon
 CEYLON - Colombo
 EGYPT - Cairo
 INDIA - Bombay
 New Delhi
 Calcutta
 Delhi
 Madras
 IRAN - Tehran
 Tabriz
 IRAQ - Baghdad
 ISRAEL - Tel Aviv
 LEBANON - Beirut
 PAKISTAN - Karachi
 Lahore
 PALESTINE - Jerusalem
 Saudi Arabia - Jidda
 SYRIA - Damascus
 Aleppo
 TURKEY - Ankara
 Istanbul
 Izmir
 Yemen - Sana'a
 ALGERIA - Algiers
 Angola - Luanda
 BELGIAN CONGO - Leopoldville
 ETHIOPIA - Addis Ababa
 FRENCH MOROCCO - Casablanca
 Rabat
 French West Africa - Dakar
 GOLD COAST - Accra
 KENYA - Nairobi
 Mombasa
 LIBERIA - Monrovia
 Madagascar - Tananarive
 MOROCCO - Tangier
 NIGERIA - Lagos
 Portuguese East Africa - Beira
 Lourenco Marques
 Tanganyika - Dar Es Salaam
 Uganda
 TUNISIA - Tunis
 UNION OF S. AFRICA - Pretoria
 Johannesburg
 Capetown



FAR EAST - PACIFIC

AUSTRALIA - Canberra
 Melbourne
 Sydney
 SHANGHAI
 Nanking
 Canton
 Chungking
 Dairen
 Hankow
 Hongkong
 Kunming
 Mukden
 Peiping
 Taipei
 Tientsin
 Tihwa
 Tsingtao
 FIJI ISLANDS - Suva
 FRENCH INDOCHINA - Saigon
 Hanoi
 INDONESIA - Batavia
 Jogjakarta
 Medan
 Japan - Tokyo
 KOREA - Seoul
 MALAYA - Singapore
 Kuala Lumpur
 NEW ZEALAND - Wellington
 Auckland
 New Caledonia - Noumea
 PHILIPPINES - Manila
 Cebu
 Davao
 Ilao
 Tacloban
 SIAN - Bangkok



LEGEND:

● MISSIONS

DIRECT REGULAR SERVICE

SERVED THROUGH OTHER MISSIONS

countries" such as Poland, Czechoslovakia, and Hungary.

Plans are nearing completion for the issuance of an Arabic edition of *Amerika*, and it is expected that two issues will be produced prior to June 30, 1949.

In accordance with recommendations of the Smith-Mundt congressional group in January 1948, negotiations are under way with several of the satellite governments seeking to distribute editions in those languages. Active negotiations are now in progress in Czechoslovakia and Yugoslavia.

Periodicals Service Section. Approximately eight magazine reprint articles are copyright cleared and prepared for overseas use each week.

Examples: "Federal Reserve Bank of New York: Largest Link

in America's Federal Reserve System", *Collier's*, November 27, 1948.

"Rift and Realignment in World Labor" by David Dubinsky, *Foreign Affairs*, January 1949.

Magazines and Sunday supplements of the American press are combed to find the material for this product. Permission is obtained from such magazines for free reprint rights, and the articles are serviced to foreign publishers. Special clearances are arranged on other articles on request of foreign editors.

For fiscal year 1949, INP has an authorized personnel ceiling of 234 employees and a total budget of \$2,177,722.



3. International Motion Pictures Division (IMP)

This division comprises two branches—Film Operations Branch with three sections as follows: Utilization Section, Program and Liaison Section, and Overseas Distribution Section, in Washington; and Production Branch with four sections as follows: Adaptation and Technical Services Section, Foreign Versions Section, Private Industry Liaison Section, and Administrative and Services Section, in New York.

IMP initiates, plans, and develops motion-picture projects depicting various phases of life in the United States. It cooperates with other Federal agen-

cies and nongovernmental agencies and organizations in planning and developing programs which involve official use of motion pictures abroad and in shaping such programs to fit the requirements of specific areas and activities.

In performing these functions the division procures, adapts, edits, contracts for production, and rescores film materials in selected languages for use in the program. It acquires prints of approved productions and equipment necessary for presenting the program and distributes such equipment and materials for use abroad.

It analyzes and evaluates reports from

United States Foreign Service establishments concerning the effectiveness of the international motion-picture program, using these as guides in planning the division's activities.

IN 1947. It should be noted that, in fiscal year 1947, 39 privately owned and produced subjects were acquired and adapted for the program, and 33 subjects were produced under private contract. These acquired and produced films were recorded in some or all of 26 languages, and a total of 2,011 language-version reels were prepared during the year. Over 28,000 print reels were distributed to more than 200 overseas film libraries.

IN 1948. In fiscal year 1948, available funds were adequate only for the completion of English versions then in process. No foreign-language versions were recorded, and few prints were dispatched to the field.

IN 1949. For fiscal year 1949, the program will include 50 subjects totaling 100 reels. Of these, 30 subjects will be acquired from outside sources, and 20 will be produced under private contract. These films will be recorded in approximately 14 languages, and a total of 20,000 print reels will be sent abroad. (The 14 languages are selected from the following variety: Arabic, Chinese, Czech, Danish, Dutch, French, Finnish, Greek, Hindustani, Hungarian, Indonesian, Italian, Norwegian, Persian, Polish, Portuguese, Spanish, Swedish, Siamese, and Turkish.)

METHOD OF DISTRIBUTION

The division distributes the films through the 73 Foreign Service establishments listed, and these, in turn,

distribute to posts under their jurisdiction.

The films are made available free of charge to business, professional, and scientific groups, religious groups, community-service organizations, hospitals and educational institutions, government groups, workers groups, etc.

The theatrical exhibition of selected USIS films is accomplished in certain areas through the cooperation of American distribution companies, as in the Netherlands, for example. Of course, the nontheatrical distribution and exhibition is handled through the USIS staffs.

SELECTION OF FILMS

Sample prints of existing films which may meet the requirements of the program are obtained from governmental and private sources, as stated above. Those tentatively selected are then discussed with country specialists and other officers of the Department for approval as to suitability, suggestions regarding editing, the preparation of new commentaries, and other necessary changes. Often owners of acquired films allow their productions to be used without charge; however, the Department frequently must pay the costs of re-editing, preparation of foreign language versions, and printing.

Examples: "Guarding Health in Rural Schools," a portrayal of small rural schools' ways of education for prevention, in addition to proper care and treatment, of minor ills.

"Clean Waters," showing the problem of waste disposal and how it is solved in American communities of various sizes.

"Western Stock Buyer," live-stock raising and marketing and lives of the people involved.

A series of travelogs produced by the Standard Oil Company.

Films of the above type play a very important role in the program, particularly in the professional fields. However, they cannot fill the special needs for pictures showing representative phases of American life in terms understandable to foreign audiences. To obtain these films the Department contracts for their production by private documentary film producers with guidance from the Department.

Examples: "The Doctor," a portrayal of the community as its physical ills are treated by a general practitioner who also serves on the Board of Education.

"The Mechanic," a film which follows an artisan through his shop and home relationships.

"The County Agent," a story which not only demonstrates the position and functions of his activities but shows a number of Americans working together to solve their problems.

"Valley of Tennessee," showing the impact of the TVA program on rural life in the region.

"A Better Tomorrow," on the public-school system of New York City.

"The School," showing the public school of an average

mid-Western town.

"U. C. L. A.," showing campus life, student government, and other activities.

"Preparation of Teachers," showing their instructions and guidance in preparing to assume full professional responsibilities.

"Tuesday in November," describing U.S. political conventions, campaigns, balloting and the balance of power among the legislative, executive, and judicial branches of the Federal Government.

"County Government," government at the local level.

"Steel Town," the men who make steel, showing them at work, at home, and at leisure.

"Blue Ribbon," showing a farm family working to improve both quantity and quality of production, the County Agent helping the young people through 4-H Club work, the annual County Fair, and the competition for the blue-ribbon award.

"Journey Into Medicine," a story of the education of a doctor; also describes hospital and local public-health services.

SPECIALIZED TECHNICAL FILMS

Members of most of the professions are interested to know what their colleagues in the United States are doing and find the motion picture an invaluable tool for learning of American experiments and techniques. In response

to the demand for such films limited quantities of prints of various titles have been sent to a number of posts. The subjects covered are medicine, surgery, dentistry and dental surgery, psychology, and physiotherapy, as well as engineering subjects and samples of teaching films for study by educationists. Extensive assistance has been received from the American College of Surgeons, American Dental Association, American Medical Association, medical departments of the Army and Navy, and Public Health Service, as well as many individual members of the professions in the selection and procurement of such films.

As an example of the importance of distributing specialized technical films, the Motion Picture Division, in cooperation with our Embassy in Rome and with the ECA, sent a selection of 72 industrial films to Italy for review by a group of representative Italian industrialists. The titles selected by this group will be made available in Italian for showings in factories, workers' clubs, and technical schools. These films reflect a part of the U.S. way of life—through dress of workmen, lighting in plants, technical excellence of equipment, etc. Another example: The division procured 55 films chosen at Cairo from extensive lists included in catalogs of the U. S. Office of Education, Young America Films, Coronet Films, and Encyclopaedia Britannica, Inc. These are classroom-type films, and from the English versions sent to Cairo a selection of the most effective will be made for recording in Arabic at that mission.

There are over seven hundred 16mm projectors being used by USIS in the field, supplied by the Motion Pictures Division. These are made available to

schools, organizations, institutions, etc., for the exhibition of USIS films. Several local USIS offices hold instruction classes on the use of motion-picture equipment. The Motion Pictures Division must provide and maintain projectors, screens, electrical accessories, motor generator units, transformers, etc., and in many countries special mobile units for reaching provincial audiences.

The mobile units provided by the former Office of Inter-American Affairs for use in the other American republics have been used with outstanding success. Many of them have been worn out from constant operation over frequently difficult terrains and undeveloped roads. Experience with these units has been incorporated in a new mobile unit, 65 of which were purchased with fiscal year 1949 funds. The specially designed body is mounted on a "jeep" chassis which has been lengthened 10 inches. Built-in space is provided for all equipment and materials. Some of the items are as follows:

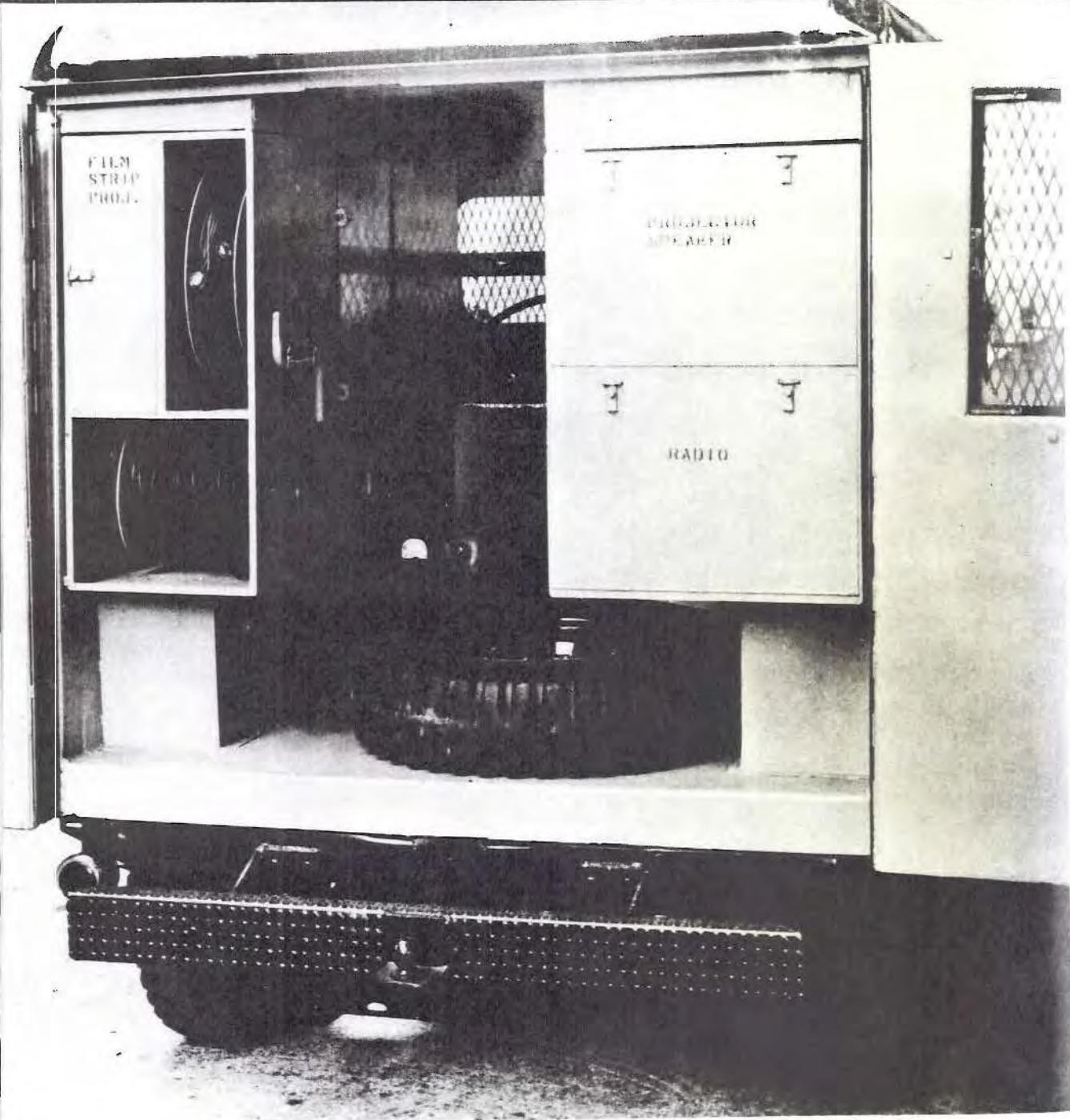
1. 16mm sound projector complete with speaker, "mike", and spare parts.
2. Generator operating from "jeep" motor by power take-off.
3. 35mm filmstrip projector.
4. Dual-speed phonograph turntable.
5. Radio for local reception of Voice of America transmissions.
6. Tape recorder for recording audience reactions and comments and playing locally prepared addresses prior to film showings.

For fiscal year 1949, IMP has authorized a personnel ceiling of 79 and a total budget of \$2,000,152.

The following is the IMP distribution pattern currently in use with all general program films:



Mobile unit designed for overseas has been mounted on a jeep chassis for IMP.



Mobile unit has compact built-in space for necessary equipment and materials.

<i>Country</i>	<i>City</i>	<i>Language</i>
TO EUROPE		
Australia	Sydney	English
Belgium	Brussels	English, Dutch, French
British Guiana	Georgetown	English
Bulgaria	Sofia	English
Canada	Ottawa	English, French
Czechoslovakia	Praha	English, Czech, Slovak
Denmark	Copenhagen	English, and Danish on request
England	London	English
Finland	Helsinki	English, Finnish
French West Indies	Martinique	French
France	Paris	English, French
Greenland	Godthaab	English
Hungary	Budapest	English, Hungarian
Iceland	Reykjavik	English
Ireland	Dublin	English
Italy	Rome	English, Italian
Madagascar	Tananarive	French
Netherlands	The Hague	Dutch, English
Netherlands West Indies	Curaçao	Dutch, English
New Zealand	Wellington	English
Northern Ireland	Belfast	English
Norway	Oslo	English, and Norwegian on request
Poland	Warsaw	English, Polish
Portugal	Lisbon	Portuguese
Rumania	Bucharest	English, Rumanian
Spain	Madrid	Spanish
Surinam	Paramaribo	Dutch
Sweden	Stockholm	English, and Swedish on request
Switzerland	Bern	English, French
Trieste	Johannesburg	Italian
Union of South Africa	Moscow	English
U. S. S. R.		Russian, English
TO LATIN AMERICA		
Argentina	Buenos Aires	Spanish
Bolivia	La Paz	Spanish
Brazil	Rio de Janeiro	English, Portuguese
Chile	Santiago	Spanish
Colombia	Bogotá	Spanish
Costa Rica	San José	Spanish
Cuba	Habana	Spanish
Dominican Republic	Cuidad Trujillo	Spanish
Ecuador	Quito	Spanish
El Salvador	San Salvador	Spanish

<i>Country</i>	<i>City</i>	<i>Language</i>
TO LATIN AMERICA—CON.		
Guatemala	Guatemala	Spanish
Haiti	Port-au-Prince	French
Honduras	Tegucigalpa	Spanish
Mexico	Mexico City	English, Spanish
Nicaragua	Managua	Spanish
Panama	Panama	Spanish
Paraguay	Asunción	Spanish
Peru	Lima	Spanish
Uruguay	Montevideo	Spanish
Venezuela	Caracas	Spanish
TO NEAR EAST AND AFRICA		
Africa	Luanda, Angola	Portuguese
Belgian Congo	Léopoldville	French
Burma	Rangoon	English
Egypt	Cairo	English, Arabic
Ethiopia	Addis Ababa	English
Gold Coast	Accra	English
Greece	Athens	English, Greek
India	Salonika	Greek
Iran	Bombay	English, Hindi
Iraq	Tehran	Persian, English
Israel	Baghdad	Arabic, English
Kenya	Tel Aviv	English
Lebanon	Nairobi	English
Liberia	Beirut	Arabic, English
Morocco	Monrovia	English
Nigeria	Casablanca	French
Pakistan	Lagos	English
Palestine	Karachi	English
Saudi Arabia	Jerusalem	English
Tunisia	Jidda	Arabic
Turkey	Tunis	French
Syria	Istanbul	English, Turkish
	Damascus	Arabic, English
TO FAR EAST		
China	Shanghai	English, Chinese (Mandarin) Turkish
French Indochina	Saigon	French
Indonesia	Batavia, Java	Dutch, English, Indonesian
Philippines	Manila	English
Siam	Bangkok	English, Siamese
Singapore	Singapore	English

4. Report to U.S. Advisory Commission on Information

ON THE EFFECTIVENESS OF USIS OPERATIONS IN EUROPE

By Mark A. May

The primary purpose of my trip to Europe was to secure for the Commission first-hand information for its report to the Secretary of State and to the Congress on the effectiveness of USIS operations. I attempted to view these operations from the standpoint of their purpose as stated in Public Law 402; namely, to promote a better understanding of the United States in other countries, to increase mutual understanding between the people of the United States and the people of the other countries, and to correct misunderstandings of the United States and its foreign policies.

From December 28, 1948, to February 8, 1949, I visited USIS offices in the following 10 countries: England, Sweden, France, Germany, Poland, Czechoslovakia, Italy, Greece, Spain, and Portugal. I also received detailed information from the USIS officer in Yugoslavia who met me in Rome.

I interviewed 235 people, of whom about one fourth were USIS personnel, one fourth were other State Department employees, one fourth were Americans not connected with the Government, and one fourth were nationals. A special effort was made to get frank and objective statements from individuals who are not identified or in any way connected with USIS operations. All interviews were quite informal and lasted from 30 minutes to 2 hours. No

attempt was made to follow a fixed questionnaire procedure. The results cannot be stated in statistical terms. This report is analytical and descriptive in character.

I

GENERAL IMPRESSIONS

In view of the fact that USIS operations in Europe received a severe setback in the budgetary cuts in 1947, at which time personnel was sharply reduced and some missions closed entirely, and in view of the fact that the operations under the Smith-Mundt act have been going six months or less and in some places are not yet fully staffed, the evidence obtained will demonstrate that they are off to a good start. But it is only a start.

In the free countries of Europe excellent contacts have been established with government officials, newspaper editors and writers, professional groups including lawyers, physicians, and college and university professors, and other leaders in labor, education, art, and culture. In short, information about the United States and its foreign policies is now being communicated fairly effectively to individuals with whom USIS officers are personally acquainted, who come to our libraries for information, who read the press materials sent out from Washington, and who see our documentary

and informational movies. These people come mainly from the better-educated classes. Many of them hold important positions of leadership.

Information about the United States is being communicated, but less effectively, to the middle classes, who are reasonably well educated. But as one goes down to the lower social and economic strata of the population, the communication of information thins out very fast. We do not now have in Europe the staff and physical facilities that are necessary to reach the great masses of farmers, industrial workers, small shopkeepers, and the unemployed. In countries that have a high percentage of illiterates (e. g. Italy, Greece, and Spain), it is certain that information about the United States is not reaching those who cannot read and have no radios.

Behind the Iron Curtain the Voice of America is bringing information to a more representative cross-section of the populations than in most free countries of Europe. The Voice is reaching audiences that exceed the number of radio receiving sets. In Poland, where there are fewer than a million sets, the Voice reaches at least two and one-half million people. Although the sets are owned mainly by upper and middle classes who can afford them, yet important news spreads rapidly to an entire community. The Voice is greatly appreciated not only because it brings in reliable news but mainly because it brings hope and encouragement to freedom-loving people. It sustains morale, helps to ward off the despair of defeat, and counteracts the Russian propaganda that the people of the United States are a horde of dollar-mad barbarians.

Effective as the Voice is behind the Curtain, it does not satisfy the tremendous appetite for information about the United States. But the communication of information by press, movies, and personal contacts cannot be done as effectively in Russian-dominated countries as in free countries on account of government restrictions. Although they vary in different countries, the restrictions are mainly censorship of press and movies, police surveillance of libraries, and the discouragement of all personal contacts with Americans, particularly with USIS officers. All Americans (in fact, all foreigners from non-Communist countries) are regarded as actual or potential spies. Hence contact with Americans by local people is considered as treason. These restrictions make it exceedingly difficult to communicate information effectively to the upper and middle classes who desire it. Many of them do, however, come to our libraries to read and to borrow books and magazines. But the numbers of individuals who are getting information about the United States from books, magazines, movies, lectures, and personal contacts are relatively small fractions of the populations. In some countries there are opportunities for reaching more of the educated groups that are not now being embraced.

USIS FIELD PERSONNEL

I interviewed 52 USIS American officers and was favorably impressed with their intelligent understanding of their work, their industry and unstinting devotion to duty. Many of them work long hours, including Sundays and holidays. Some are living in unheated

apartments, often several flights up without elevator service because of the shortage of electric power. Offices were often without heat and, on some days, without adequate light. There was little complaint about these handicaps. Most USIS officers that I saw are very enthusiastic about their jobs. Some, whose terms of duty are about to expire and who must, under the law, be returned to Washington and transferred to other posts, seemed reluctant to leave their present jobs. The personnel in the field are for the most part unusually well selected and trained and are serving their country in a magnificent fashion.

PHYSICAL FACILITIES

Physical facilities are, in general, quite satisfactory. In Paris and in Rome they are excellent; in Sweden, fair; in Warsaw, Prague, and Belgrade, good; in Athens and Madrid, satisfactory but could be improved; and in London, rather poor. The greatest immediate problem is to find suitable offices, libraries, and workrooms for regional offices. Photographs showing the exterior and interior of buildings occupied by USIS are on file in the Department of State.

Although USIS libraries and offices are not usually in the embassy buildings, yet in London, Paris, Prague, and Athens the offices of the top USIS men are in the Embassies.

RELATIONS WITH EMBASSIES

In each country visited our Ambassador assured me that USIS is regarded as an integral part of the Embassy.

Most of the top USIS men are satisfied with relations with other personnel in their embassies. Some feel, however, that their work would be more effective in some respects if they held higher ranks in their respective embassies. Officials of European governments and other important persons with whom USIS officials must work regard embassy rank as a mark of the importance that is attached to the positions by the U. S. Government. The highest embassy rank of any USIS officer in the countries visited is that of First Secretary (Counselor).

RELATIONS WITH ERP

In each of the Marshall Plan countries there is a close affiliation between USIS and the ERP public-relations staff. Top priority is given to ERP press releases, exhibits, motion pictures, etc., for distribution through the channels of USIS. In some countries USIS officers cooperate in the production of these materials. In Paris one USIS press officer is assigned to liaison work with ECA. In Athens the motion-picture officer holds a joint appointment on the staff of ECA and USIS. While I did not attempt to appraise the effectiveness of ECA publicity, yet I gained the impression that it is now shifting into high gear after a rather slow start.

II

The evidence obtained on the effectiveness of the various media—radio, press, exhibits, motion pictures, libraries, and exchange of persons—is summarized in the following pages.

1. *How effectively is information concerning the United States being communicated to the people of Europe by radio?*

(a) *The effectiveness of the Voice of America behind the Iron Curtain*

I have first-hand information on three countries—Poland, Czechoslovakia, and Yugoslavia. The most general conclusion, based on the sources of information listed below, is that, of all the existing radio sets in these three countries that are in working order, at least three fourths and perhaps more are tuned to the Voice of America broadcasts once each day. In Poland the percent might run as high as 85 to 90. It must be remembered, however, that the number of radio sets per capita in these countries is much smaller than in the United States, where we have one radio for every two persons. In Poland there are 950 thousand registered sets for a population of 24 million, or one set per 25 persons. The estimated daily listening audience to the Voice is about one million. In Czechoslovakia there are about two million sets for a population of about 15 million, or one set per each 7 to 8 persons. The estimated average daily listening audience to the Voice is not less than one million and on certain occasions might run to more than two million. In Yugoslavia there are 250 thousand registered sets for a total population of between 15 and 16 million, or one set for each 50 to 60 persons. No estimate was received as to the average daily listening audience to the Voice. Many of the sets are old and need replacement parts. The relay of the Voice by BBC is heard best. Yet in spite of these hardships there is scattered evidence indicating that people listen in fairly large groups to one set.

The fact that the listening audience in comparison to the number of sets is quite large is in itself evidence that these broadcasts are greatly appreciated. A young Yugoslav who recently made a trip into Bosnia reported that the Voice of America "is the only thing which sustains the people's morale." The very fact that the United States cares enough about these people to send in daily broadcasts gives them courage and hope for ultimate liberation from their oppressors.

The sources of information on which these estimates are based are:

- (1) interviews with persons who make frequent trips throughout these countries for business and professional purposes, who speak the language of the people, and who talk to cross sections of the population.
- (2) heads of organizations that have branches over these countries and are in close contact with a large number of local leaders.
- (3) the attempts of the governments of these countries to discourage and, when possible, to prevent listening to the Voice are regarded as evidence of its effectiveness. For example, in Yugoslavia and Poland the Governments control the sales of radio parts and tubes. They are withholding from the population parts and tubes necessary for short-wave reception.
- (4) complaints and charges brought by government officials that the Voice of America is responsible for sabotage of their five-year plans or for inciting peasants to shoot government agents.

- (5) letters received from listeners asking for programs and other materials advertised by the broadcasts; also a large number of voluntary letters of appreciation.
- (6) instances in which news that has been censored and forbidden to the local papers and radio, but broadcast by the Voice is found to be in circulation among the people.

These are the main sources now available from which information on the Voice behind the Iron Curtain may now be obtained. By taking them together and balancing each against the other, one can arrive at a fairly satisfactory estimate of the effectiveness of these broadcasts. It appears that the Voice behind the Curtain would have a high rating.

Before proceeding to report on the effectiveness of the Voice in the free countries, I will say a word about Spain, which can hardly be classed as a free country. The Spanish people were well supplied with short-wave receiving sets by the Germans. The total number of sets in Spain is estimated at about 7 million—an average of one for every four people. The Voice goes into Spain daily in Spanish at 11-11:30 p. m. Recently listeners were advised to write to the U. S. Embassy at Madrid for copies of programs of future broadcasts. A flood of letters came in from all over the country from as many as 50 cities. Unfortunately the U. S. officer in Madrid had no programs available in Spanish. I was unable to estimate the number of listeners to the Voice in Spain, but the USIS office estimates that it has a daily audience of from 3 to 4 million.

(b) The effectiveness of the Voice of America in the free countries of Europe

This section of my report applies only to England, France, Italy, and Greece. (There are no VOA broadcasts to Sweden.) The first fact to be noted is that the people of these countries who have radio sets seldom listen to any short-wave broadcasts. Those who do listen are, for the most part, radio amateurs who are more interested in the number of remote stations they can get than they are in the content of what is being broadcast. Short-wave programs of the Voice beamed to France, Italy, and Greece are relayed on medium wave by stations in these countries. USIS in London is now negotiating with the BBC for more medium-wave time for American programs.

Even though American programs are relayed on medium wave, they must compete for listeners with other programs that reach these countries both from their own stations and from neighboring stations. According to a recent study by the French Institute of Public Opinion, VOA has a relatively small audience while Radio Luxembourg and Radio Switzerland, Radio Monte Carlo, and BBC have relatively large listening audiences in France. This is due, in part, to the fact that these stations broadcast almost continuously, 24 hours a day, programs of music, drama, talks by important persons, local news, commentaries on world news; in short, the type of program that is designed to build up large audiences. Mention might be made, in this connection, of the broadcasts of the American Armed Forces stations in Germany. These programs are in English and are designed for the English-speaking occupation

troops in Germany. There is evidence, however, that they are very popular with the Germans, French, Italians, Swedes, and nationals of other countries that are close enough to receive signals. These broadcasts are all on medium wave.

The most effective American-operated radio in Europe in a foreign language is Radio RIAS in Berlin. This station occupies a large building which was formerly an office building of the I. G. Farben Company, some six or eight stories high, with probably not fewer than 100 rooms that are used as offices and studios. It has a monthly payroll of approximately 1,000 persons. It is run by the Army and was organized to offset the effect of Radio Berlin (Goebbels' pride and joy, which is in the British sector but, oddly enough, controlled by the Russians). Radio RIAS operates through a network of all the radios in Germany except those reserved for the Armed Forces and for relaying the Voice short wave behind the Iron Curtain.

In Italy there are approximately 2,500,000 radio sets, or one per 18 persons. A total of 135 minutes per week of VOA programs is relayed medium wave by Radio Italy. An additional 25 minutes a week is given to ERP news. Radio Italy reports events in the United States culled from AP, UP, and other news agencies. Also some of its cultural shows are devoted to American movies, sports, science, art, and culture, and several hours a week are devoted to American music. It is estimated by the Rome office that from all these programs some 10 million Italians hear something

about the United States each week. Although this figure looks impressive, it must be remembered that the audience reached by radio in Italy is the upper and middle classes; the lower classes, who are the easy victims of Communism, are relatively untouched. Recently USIS officers in Florence reported to Rome that "Radio does not reach the masses. Except for some regions in Northern Italy workers do not usually own radios. Radio listening does not occupy the important place in Italian life that it does in the U. S."

In Greece the Voice is relayed medium wave both from Athens and from Salonika. But outside the large cities the Greeks have very few radio sets.

At the present time the Voice of America is not sending broadcasts to the Scandinavian countries in their native languages. In Sweden I found a strong desire for medium-wave broadcasts of American news and information, both on the part of the American Embassy and on the part of the important Swedes, including those who operate the Swedish radio. It is doubtful that, under present political conditions, arrangements could be made for medium-wave relays by the Swedish radio. Sweden, however, can be reached by medium wave from stations in Germany and in England.

In regard to the other Scandinavian countries, I have no detailed information. I did, however, have a talk with Theodore Olson, the USIS Public-Affairs Officer in Norway, before leaving for Europe. It was his opinion at that time that broadcasts to Norway by the Voice of America are not necessary.

2. How effectively is information concerning the United States being communicated to the people of Europe by the press?

My impressions of the extent to which information about the U. S. and its foreign policy is communicated to the peoples of Europe by the printed word are based upon such statistics as have been collected by the USIS press officers, an examination of the clipping files, and conversations with foreign editors and writers.

Newspapers and magazines printed in Europe get their information about the United States from several sources, including international wire services, their own foreign correspondents, American newspapers printed in Europe, and INP.¹ INP sends to USIS in every capital in Europe a large volume of information, including the daily Wireless News Bulletin and a wide variety of basic information such as news letters, comments, profiles, biographies, and feature stories. These materials are distributed by the USIS missions to newspapers, magazines, government officials, professional writers, political leaders, university professors, secondary-school teachers, labor leaders, mayors, and others who are in positions to mold public opinion. Some of the materials are sent out in English; some are translated and re-edited to suit local interest. Most USIS offices put out, in native languages, daily, weekly, monthly, and occasional publications. Statistics on the volume of materials sent out from Washington are contained in the monthly and quarterly reports of INP. Statistics on the distribution of these materials are given in the monthly reports from the USIS offices abroad.

The effectiveness of printed materials for communicating information about

the United States to the people of Europe depends, in the first place, on the extent to which they are used by newspapers and magazines; second, on the circulation of these publications among the people; and third, on the extent to which they are read when they reach the people. In most of the countries visited figures on the circulation of newspapers and magazines are available. The statistics on the extent to which INP materials are used by national publications, however, are not complete. This is due primarily to the lack of time of USIS press officers and their staffs to read the tremendous volume of publications that is put out, particularly in the free countries. In Paris, for example, USIS does not have a nationwide clipping service. It checks regularly, however, on the Paris press. The ECA mission to France does subscribe to a clipping service covering all France on items dealing with ERP.

As an example of the statistics collected, the USIS press officer in Paris reported that in the month of November the French press carried 56 different items about the United States for a total of 74 times in 50 different publications that have a total circulation of three and one-half million. These items totaled 9,400 lines. These statistics, however, have meaning only when compared with the total volume of material carried by the French press and the total circulation of the Paris newspapers.

Another statistic comes from Sweden on the use made of a weekly publication called *Nybeter i Dag*, which is sent out to 224 Swedish newspapers. (I was presented with a scrapbook of clippings

¹ International Press and Publications Division.

from newspapers showing the use made by five issues of this publication.) It contains a total of 160 long articles and 72 short articles and the reproduction of 52 plates. It is interesting to note that the material sent to these papers was printed verbatim and usually with the same captions written by the USIS officers. It must be said, however, that this use is made mainly by the provincial papers, most of which are not subscribers to AP or UP and operate for the most part on a shoestring, rarely having a source of reliable information about America.

In Italy the Wireless Bulletin is translated and distributed daily to about 1,200 editors, writers, librarians, government officials, heads of political parties, heads of labor organizations, and leading citizens. In July 1948 the list had been cut to 1,000, but on account of many letters of protest it is being rebuilt and is expected to reach 2,500 by July 1, 1949.

The Bulletin is sent by teletype to Milan, where it is distributed in northern Italy; from Rome it is distributed in central and southern Italy. It is flown to Palermo daily and distributed from there to Sicily. Three times a week it is flown to Tripoli.

The Bulletin consists of USIS notes, editorials, feature materials, and usually a daily profile. In addition to the Bulletin certain feature materials are prepared in Rome and distributed to the branch offices in Milan, Florence, Naples, and Palermo.

A monthly index of the Bulletin is prepared in Rome and sent out to all subscribers, primarily because most Italian newspapers do not keep an archive.

I was presented with a file of clip-

pings, again indicating the extent to which INP material is used by the Italian papers and magazines. The greatest demand is for feature material on American fashions, home furnishings, use of textiles, the motion-picture industry, and science. Editors of both Communist and left-wing Socialist papers ask for articles on science, which they use without change, giving the United States full credit for the stories. The magazines ask for material on transportation, motor cars, and particularly new jet fighter planes. Most of them would like American short stories. In general many feel that they are familiar with America's material achievements and want to know more about what is going on in the artistic and cultural fields. They would also like to know more about American sports. In addition there is an insatiable appetite for medical news, particularly by public-health officers. Statistics on the use of press material are furnished in the monthly reports from Rome.

In the countries behind the Iron Curtain the press is severely censored and little use is made of the Wireless Bulletin by newspapers. It is nevertheless translated and circulated to government officials, newspapers, writers, and political leaders, except in Yugoslavia, where circulation of translations is forbidden. In Warsaw the Polish edition of the Bulletin is distributed from the library. The Minister of Information objects violently to this form of public distribution. The library is watched by the secret police, and visitors are intimidated in a variety of ways. The appetite for information about the United States is so great that many

Poles risk imprisonment by coming to the library and taking out copies of the Bulletin, often by wrapping them up in a Communist newspaper.

In Czechoslovakia the Bulletin is carefully read daily by Government censors. Five to ten editions a month are confiscated because they carry items that are in violation of the Czech laws. In Czechoslovakia, however, the papers and magazines do use a fair amount of INP feature materials.

The USIS office in Yugoslavia has the unique honor of being the only USIS office to be closed by Government decree. This happened in September 1946. The office and library were reopened in November 1946 under an extremely restrictive agreement, the main features of which are that the Wireless Bulletin be distributed in English only and to the Ministers of the Government, the official news agency, and a few other functionaries approved in advance by the Foreign Office. It may also be distributed to other embassies. It cannot be exhibited on USIS premises nor in the library, where it is forbidden to exhibit "anything aiming against the interest of the Yugoslav people and their laws." It is understood that the USIS is "to serve solely for giving information on the life of the people of the U. S. A. and on the development of their culture."

In addition to the Wireless Bulletin USIS is planning, in the near future, a biweekly scientific and cultural bulletin printed in Serbo-Croat. Its contents, to be selected from the Air Bulletin, will emphasize mainly medical, scientific, and cultural arts. Its distribution at the outset will be limited to scientific, educational, and cultural institutions and to other interested persons.

Until recently American newspapers and periodicals could be distributed only to the American Embassy and to other foreign legations. The Government has now approved a distribution list submitted by USIS for *Time*, *Life*, *Newsweek*, and the Paris edition of the *Herald Tribune*. These now go to about 30 libraries, government offices, universities, and radio stations.

Approximately 50 copies of the Russian-language edition of *Amerika* are distributed to important government officials and libraries. Negotiations for a Serbo-Croat edition are at a standstill.

By way of summary it may be said: (1) the dissemination of information concerning the United States and its foreign policy to the masses by the printed word is practically nil in the Iron Curtain countries except for strictly nonpolitical feature materials that are mainly of a scientific, technical, and cultural character; (2) in the free countries satisfactory use of printed material sent out from Washington is being made by the press, particularly the provincial press and the magazines. Here again the greatest demand is for official documents, authentic texts of speeches, and scientific and cultural materials, including fashions, sports, movies, etc.; (3) in some countries, notably Italy, American weekly and monthly publications are gaining in circulation. The Italian edition of the *Reader's Digest* is now up to a circulation of over half a million, which far outstrips that of any Italian magazine. The American newspapers—the Paris edition of the *Herald Tribune* and the Rome *Daily American*—both printed in English, have a fairly wide circulation among nationals who can read English.

In spite of this rather favorable picture, however, it must be remembered that in some countries the masses of the population, particularly peasants and industrial workers, are not reached by the press. In Italy, Greece, Spain, and Portugal a high percentage of the population is illiterate. The great problem just now is to reach the people who do not receive or read newspapers or magazines and who do not have radios.

3. How effectively is information about the United States being communicated to the people of Europe by the use of photographs, exhibits, and other stationary pictorial materials?

INP sends out to the field hundreds of photographs and photographic exhibits on various aspects of American life. These are used mainly in three ways: (1) by newspapers and magazines to illustrate feature articles; (2) by libraries (USIS and national libraries), schools, bookstores, etc., as window displays; (3) filmstrips and lantern slides are used for illustrated lectures by USIS officials and schools, colleges, labor leaders, and others who speak to various groups and gatherings.

It is difficult, if not quite impossible, to estimate the number of people in Europe who see these displays. The press section has statistics on the number of photographs used by newspapers and magazines. No count has been made of persons who stop to look at window displays, but I can report from personal observation that the displays in the USIS buildings in Warsaw, Prague, and Belgrade draw large crowds. In Poland it is still possible to find owners of bookstores who will use our photographic displays. This is not true in

Czechoslovakia or Yugoslavia, where displays of American photographs are limited to American-owned or rented premises.

In the free countries it is possible to rent or borrow window space of considerable size for our fairly large exhibits. In Paris, for example, the main window of the Trans World Airline on the Champs Élysées was used last December for showing a large exhibit on the Berlin airlift. This included not only large photographs but maps of the routes flown, statistical charts showing the tonnage carried, and a descriptive history of the operations. Another large display was put on at the request of Leslie S. Brady, the cultural officer, for the opening of the USIS theater. The exhibits officer in Paris, Paul Child, showed me a model of the exhibit on the Marshall Plan that will be set up at the April Fair in the city of Lyon. This will be a large exhibit and will occupy an entire room.

In Italy I visited a large ECA exhibit in Naples which had been running about two weeks, during which time it had attracted a crowd of about 180,000. It was designed cooperatively by the ECA and USIS officers and constructed locally by Italians. It was opened formally with a speech by Ambassador Dunn and was given considerable space in the Italian press. It has since been moved to other cities in Italy. The attached photographs (facing p. 54) were provided me through the courtesy of Andrew Berding, ECA publicity director.

ECA in Italy has designed a much smaller portable exhibit which will be carried around by truck and put on dis-

play for short periods in the small towns all over Italy. In other countries that also have large rural illiterate populations portable exhibits are one of the most effective means of reaching the masses. The effectiveness of these exhibits, however, would be greatly increased if they could be accompanied by a motion-picture program of documentary and instructional films. There is urgent need in these countries for a large number of mobile units which will carry films and exhibits and, incidentally, literature to be handed out to the masses of the population.

4. How effectively is information about the United States being communicated to the people of Europe by motion pictures?

Every USIS office that I visited in Europe has a library of documentary and educational films. Many of them are left-overs from OWI;² some have been acquired and adapted for foreign use, and some are documentaries produced by the motion-picture division. The sound commentaries are in the language of the country.

The distribution of these films for exhibition varies greatly from country to country. In the first place, nearly every USIS establishment that I visited has a small theater seating from 100 to 500 persons. State Department films are shown in these theaters, sometimes at stated intervals and sometimes on special occasions for special groups. At no time and in no place is admission ever charged. Such showings, however, reach only a limited audience and are primarily for the purpose of acquainting individuals who have wider outlets for films with the pictures that are availa-

ble for their use. These theaters are also used for putting on shows for the Embassy personnel.

Aside from these USIS theaters the methods of distribution in the countries visited are so different that it is necessary to indicate them briefly country by country.

In London the motion-picture activities were severely curtailed and came almost to a standstill after the budgetary cut in 1947. These activities are just now being rejuvenated. Formerly the three main sources of distribution were (1) the Scientific Film Association of Great Britain, (2) the British Central Office of Information, and (3) requests from schools, universities, agencies, and organizations to the USIS central library for films to be shown on special occasions. The London office complained that it was receiving very poor service from Washington. A bill of complaints was compiled by the information officer and handed to me.

In Stockholm the film situation was in an unsatisfactory state. The stock consists of approximately 100 titles which are distributed by Swedish organizations that specialize in documentary and educational films. There are four of these organizations—two are cooperative organizations with excellent connections with labor groups, schools, and film societies all over Sweden; two are private companies which produce and distribute feature films as well as cultural, educational, and industrial films. Prints of USIS films, and in some cases also the negatives, are placed on deposit with these distributors on a loan basis. Distributors charge a small fee to borrowers to cover

² Office of War Information.

expenses and wear and tear on the films. These companies also provide the USIS office with statistics on the audiences to which the films are shown.

It is evident that, owing to the limited supply of educational films which the Swedes regard as useful, USIS is not reaching a very large audience in Sweden with its motion pictures. On account of the dollar shortage and restrictions on the import of American goods into Sweden, the Swedish educational-film distributors are practically without a supply of the educational documentary films which they would like to purchase. Other countries, particularly Great Britain and Canada, have arrangements whereby fine-grain prints can be sold to distributors, with the result that more documentary and instructional films are coming into Sweden from these countries than from America.

The USIS officers believe that this situation could be corrected by sending in more films through USIS channels. It is further suggested that up-to-date lists of available films be forwarded to USIS so that the officers can consult with local distributors as to the choice of films that would be most useful. Ideally, they would like to have 16 mm prints of American educational and documentary films with Swedish commentaries prepared in the United States.

In Sweden I received many of the same complaints as in London about poor service from Washington. As an example, on the second of March, 1948, USIS Stockholm requested a film on atomic energy and received a negative answer on November 16, 1948. In July a request was received by USIS from the

Swedish Department of Agriculture for a film on rodent control. This was sent to Washington on July 20. A follow-up request was sent on November 18. No reply had been received when I left Stockholm.

In France the situation is much better. The motion-picture officer reports that the services from Washington have been good. However, the existing stock of films has been so widely distributed that many audiences have already seen all the films that are on hand. USIS films in France are distributed mainly by the Ministry of Education in Paris and its regional offices. The total monthly audience is approximately three quarters of a million. Medical, technical, and trade films are most in demand.

In Italy films are distributed from the Rome office directly to groups, parishes, factories, schools, cultural organizations, etc., on request. Most of these organizations own their own projectors and are supplied with circulars concerning the films that are available from the USIS office. The total number of 16-mm projectors owned by these organizations is approximately 200.

In contrast with the situation in France, USIS films are rarely shown in the Italian schools for the reason that they have no projectors. The Minister of Education, however, has encouraged schools to show USIS films whenever possible. Fourteen schools in Rome now show USIS films once a week.

There is a movement on in Italy among the churches for increasing the use of 16-mm films. An effort is made to raise money to buy projectors by putting on shows to which admission is charged.

Several requests for USIS films have been made for this purpose but, on account of the directive mentioned above, the USIS has not been able to grant them.

The Army, Navy, and American business companies that have projectors borrow films regularly from the USIS library, offering another outlet for films.

At the motion picture theater in the USIS building in Rome films are shown quite often to special groups. When I was there, a show for a medical group had been advertised. A half hour before the show was scheduled to start the theater was filled, with a crowd in the lobby, and lines extending out into the street.

In Greece the motion-picture program is well organized but not too well supplied with films. There is a central library in Athens with branches in Salonika and Patras. In addition to these three places projectors are located in Sparta, Ioanina, Xanthia, Lamia, Rhodes, Kania (Crete), and Iraklion (Crete). In each of these places there are a number of volunteer projectionists who were trained in Athens or at one of the branch offices. There are 15 different circulation outlets in Greece serviced by 600 trained projectionists. Some of these are local theaters in which 35-mm prints of the old OWI documentaries are still being shown. The films officer, Jack Evans, says that he could use many more of these old films because, since there is a war on in Greece, they are not outmoded.

Many of the regular theaters in Greece show USIS films, and the receipts are given to local charity. Recently a sizable gift was made to Athens College.

In cooperation with the welfare section of the Greek General Staff, Army projection units show American films to the Greek soldiers. In cooperation with the Greek Army, Greek soldiers are trained as projectionists for showing USIS films to military and civilian personnel and particularly to the personnel undergoing "political rehabilitation" on the island of Makronisos.

There is evidence that the motion-picture activities in Greece are well organized and are reaching a relatively high percentage of the population. In November 1948 the total audience for American documentary, educational, and technical films was 283,700. Four hundred and twelve individual shows were given. In this month technical and training films were seen by 25,280 in regular training programs or in special showings before professional groups. In December the total audience was 261,550. These audiences have been growing steadily from October 1947, when the total audience was 27,023, to August 1948, when a high point was reached with 428,559. This high point was due largely to outdoor and village showings.

The total population of Greece is approximately 7,000,000. The USIS officers in Athens believe that it would be possible to reach at least a million and perhaps two million of these people if sufficient numbers of mobile units were provided.

An American Committee for Educational Services has been organized in Athens. Its chairman is Dr. Homer Davis of Athens College. The purpose of this committee is to extend education to the masses of people. One of the

media through which this is to be done is the motion picture. A nonprofit 16-mm motion-picture company is being organized to procure and distribute educational films for this organization. Eight projectors have already been purchased with funds raised by the committee. Mr. Evans, the films officer, is cooperating with this organization.

A unique feature of the motion-picture work in Greece is the fact that USIS and ECA are working in very close co-ordination. Mr. Evans represents both ECA and USIS.

In the Iron Curtain countries the distribution of USIS films is, as would be expected, exceedingly limited. In March 1947 the USIS films were shown to a monthly peak audience in Poland of 40,000. The monthly audience is now down to 20,000 and is decreasing. The distribution is mainly by direct lending from the USIS library. Films and projectors are lent mainly to churches and to cultural groups. These groups do not dare to show anything but technical and educational films. Documentary films are regarded as American propaganda and therefore dangerous.

Under the ambassadorship of Stanton Griffis a motion picture theater known as "Kino" was built next door to the Embassy. The auditorium will seat three or four hundred. Here films are shown twice a week usually to an invited audience, although the showings are open to the public.

In Czechoslovakia USIS films can be shown much more freely and are shown much more extensively in the schools and colleges and before cultural groups. They are distributed strictly and only over the counter in a room back of the

USIS library. They are not sent through the mail. School teachers and group leaders from outside of Praha make special trips to the city in order to carry back a program of USIS films. On the afternoon when I visited the library the young man who distributes the films told me that he had on that afternoon handed out, over the counter on loan, 24 packages, each package containing two or three films. The total lent out that afternoon was 80 reels. His shelves were almost bare of film. He said that he could use many more prints than he had available. It is seldom that the library is asked to lend a projector. The Czechs are apparently well supplied with projectors, many of which were left behind by the Germans.

In Yugoslavia the distribution of USIS films is practically nil. A few medical and dental films are in the hands of a committee on cinematography, but no figures are available on the size of the audiences. It is known, however, that they are shown and are of interest to doctors and dentists.

An agreement was recently concluded between the Yugoslav Government and Eric Johnston for the showing of American theatrical films in Yugoslavia. This agreement calls for the payment for the American films in dollars. I was told by our USIS officer that the agreement was now being held up by the Minister of Trade, who is trying to figure out where he is going to get the dollars. If the agreement materializes and American films do go to Yugoslavia, there will be an increased demand on the library in Belgrade for the subjects covered by the films. The American Embassy in Belgrade hopes at some time in the

future to take up with the Government the possibility of showing USIS documentaries in the theaters.

Let me sum up my general impression of the extent to which information is being communicated to the people of Europe by way of films. (1) I would say that in general the demands far exceed the supply. Many of the USIS officers are asking why IMP³ is so slow in delivering prints to the field. They also want to know why certain existing films in the United States could not be procured that would be suitable for one country but not for others. They would like to have catalogs of educational and documentary films that are available in the U. S. from which they could make selections of those that would be suitable for their purposes. (2) There is an urgent need for mobile units that greatly exceeds the number that are now on order by IMP. Italy alone could use 100; Greece could use 25-30; Spain and Portugal could use some. In fact, in all of the countries in which there is a high illiteracy and in which the masses of the population cannot be reached by radio or the press, there is urgent need for mobile units that will carry motion pictures, exhibits, and literature out to the masses. (3) The pictures that are in greatest demand and most frequently used are those that convey information concerning medical, engineering, technical, and other educational subjects. Documentary films, particularly if they are of an instructional nature, are also in demand. The main criticism that I heard of the documentary films is that the propaganda that they carry is a little too obvious. The French complain that we have spoiled many of our good

documentary films by using them as an excuse to bring democracy to a people who think that they know as much or more about it than we do.

5. How effectively is information concerning the United States being communicated to the people of Europe through libraries?

Although libraries, concerts, lectures, exchange of persons, and other cultural activities do not come under the cognizance of our Commission, yet in the field they constitute an integral part of USIS operations. A brief report on my impressions of the effectiveness of these activities may be of interest to the U. S. Advisory Commission on Educational Exchange.

The USIS libraries that I visited were fairly well supplied with books and magazines by ILI.⁴ I heard very few complaints about service from Washington. Requests for books are as a rule filled very promptly, although delays in shipments are sometimes encountered. The chief need is for more free handout materials. (When I was in Praha, 2,000 copies of President Truman's inaugural address had just been received and were being distributed at the library. In less than two hours the supply was exhausted, with a line of people extending out into the street for a half a block still waiting for their copies.)

The location of the library is a matter of great importance. In most of the places that I visited, the libraries are located in or near the busy business sections of the cities. With the exception of Stockholm, Madrid, Naples, and Strasbourg, they are located on the ground floor. Otherwise, they are one or two flights up.

³ International Motion Pictures Division.

⁴ Division of Libraries and Institutes.

Statistics on attendance and loan of books are sent in monthly to the Department. They are, of course, a much more reliable index of the effectiveness of libraries for spreading information about the United States than my casual observations. For what it may be worth, however, I can report that every time I entered a USIS library, except out of hours, there was always a good attendance and sometimes a crowd. I was particularly impressed by the large attendance at the library in Warsaw, in spite of the fact that the premises are watched by the secret police, who intimidate many individuals who go in and out. The very fact that many Poles would risk reprisals by the police in order to read American books and magazines was to me an impressive index of the tremendous appetite for information about the United States.

The large attendance at USIS libraries in most countries is due in some part at least to the fact that it is difficult, if not impossible, to purchase American books and magazines from bookstores and newsstands. In Italy, for example, American publications are the only foreign ones not now available for purchase in bookstores. An Italian who wishes to buy an American book is charged 700 lire per dollar (the official rate on February first was 565 per dollar), plus a 10 percent handling charge. This means that the book costs about one third over the legal rate of exchange. The cultural officer in Rome estimates that in Italy there is a potential market for 100,000 American books a year. Italian libraries are desperately short of American books. Since the war about 1,500 have been distributed free to libraries by the ALA.⁵ In addition, subscriptions

to about 300 technical and scientific journals have been distributed to 200 Italian libraries. ECA in Italy is planning to furnish university libraries with five-year subscriptions to a list of American technical and scientific journals. But over and beyond these gifts it is estimated by the cultural officer in Rome that an initial outlay of \$150,000 would be required to bring Italian libraries up-to-date on American books.

Although the attendance at USIS libraries is steadily increasing and a greater and greater number of persons are borrowing more books and magazines, yet the appetite of Europeans for American publications is far from being satisfied.

6. *How effectively is information concerning the United States being communicated to the people of Europe by lectures and concerts?*

One of the most important activities of our cultural officers, and other USIS personnel as well, is that of giving lectures and arranging for lectures by Americans. In several places that I visited, regular musical concerts are put on in the USIS theater, using recordings sent out from Washington. These concerts are, as a rule, very popular. Statistics on attendance are included in the regular monthly reports.

Lectures on American life and culture are usually well attended, particularly when illustrated or accompanied by motion pictures.

Other cultural activities include institutes and summer schools for teachers of English, receptions for distinguished American visitors, and arrangements for the exchange of persons.

⁵ American Library Association.

In the short time at my disposal I did not inquire into the effectiveness of these cultural activities. The incidental information obtained, however, is favorable. I gained the impression that these activities could be greatly extended both by the increase in personnel and by making more use of American visitors.

USIS officers in Europe are deeply concerned over the behavior of American summer tourists. Several suggestions were made as to how tourists who plan to visit Europe might be informed on their responsibilities as representatives of American life and culture. One suggestion was that an effort be made to encourage tourists to visit USIS offices and libraries soon after their arrival in a European city. This would give the officers an opportunity to explain to them how they could be of service to the information and cultural program. Another suggestion was that an attractive booklet be prepared by the State Department and distributed by travel agencies and on boats and airplanes. Someone thought it might be a good idea for the passport division of the State Department to have a supply of such booklets to be included in an envelope with each passport.

This concludes my appraisal of the effectiveness of USIS activities for disseminating information about the United States in the countries visited. As indicated at the beginning of this report, it appears that this information is reaching the top strata of the population rather effectively. The great need is to bring it down to the masses. Suggestions as to how the effectiveness could be improved in the countries visited are given herewith.

III

SUGGESTIONS FOR IMPROVEMENT OF THE EFFECTIVENESS AND SCOPE OF USIS IN EUROPE

I received several suggestions from Ambassadors, USIS officials, and others who are not employed by the U. S. Government on how more people in Europe can be reached effectively with information about the U. S. and its foreign policy.

1. How more people may be reached by radio and how more information may be communicated to those who are reached.

Behind the Curtain more people may be reached with more information:

(a) By broadcasting on medium wave as well as short wave. This is true particularly in Czechoslovakia where we are not now reaching as large a proportion of receiving sets as we are in Poland.

(b) By increasing the number of daily broadcasts and spacing them so that all potential listeners will have a choice of times when they may listen to the Voice.

(c) With more daily programs it will be possible to offer a wider variety of information that will satisfy more adequately the desire to know about American industry, medicine and health, sports, movies, music, art, housing, education, youth, women, etc.

(d) By broadcasting programs in more Eastern European languages.

In the Free Countries more people may be reached and with more information by:

(a) Securing more time from local networks for medium-wave relays. This

will not be easy because, if these countries give us more time, they will be asked for more by other foreign countries.

(b) Making more use of medium-wave stations and frequencies in the occupied countries—Germany, Austria, and Trieste.

(c) Making the programs now relayed medium-wave by local networks more attractive. Better use can be made of the time that is now allotted to us by Radio France, Italy, Greece, etc.

(d) Providing more American scripts and recordings to program directors of national networks, and by giving them more expert assistance in preparing their programs. The USIS radio officers in Paris and Rome have established excellent personal relations with the officials of Radio France and Radio Italy. The officials will welcome more American aid and will "work in" more American materials on their programs.

(e) Extending the Voice, medium-wave, to the Scandinavian countries, with programs in the languages of these countries.

(f) For increasing the audience in Greece, the suggestion was made that cheap battery sets be distributed free to friendly leaders in villages.

2. *How more people may be reached with more information by the printed word.*

Behind the Curtain

(a) In Poland USIS officers are still hopeful that arrangements can be made for distribution of a limited number of copies of the magazine *Amerika*. More effective use might be made of the argument that the Polish Research and Information Service circulates in the U. S.

a propaganda magazine called *Poland Today*.

(b) By opening regional USIS offices and libraries in each of the cities of Poland and Czechoslovakia where the U. S. now has a consulate, more people could be reached with books and magazines and with the language editions of the Wireless Bulletin.

(c) The lists of persons who receive free copies of certain American newspapers and magazines could be extended effectively.

(d) Many more American books and magazines of a scientific, cultural, and "nonpolitical" nature could be sold in some countries. The chief limitation is blocked currencies.

(e) More American feature material and special articles on cultural and scientific subjects could be placed in local magazines, if the USIS officers had the staff required for translating and editing.

(f) In Czechoslovakia there is a great demand from schools for free handout literature on the U. S. A.

In the Free Countries

(a) Foreign-language editions of overt American newspapers, like the *Rome Daily American*, could be supported either by subsidized free subscriptions or by paid ads by American business firms, ECA, or both. This might serve to counteract to some extent the official Cominform paper, printed in Bucharest in several languages and distributed by Communist organizations.

(b) Give appropriate support to anti-Communist labor papers. One form of support would be the purchase of institutional advertising space by American firms and by ECA.

(c) In Greece the USIS Public-Affairs Officer, George W. Edman, and the ECA publicity man, Dowsley Clark, are discussing the possibility of the establishment of a weekly bulletin printed in Greek and devoted primarily to ECA news but carrying also items from the Wireless Bulletin and other materials sent out by INP. It is suggested that the ECA news for this be collected by the ECA field representatives, of whom there are several scattered over Greece.

(d) The foreign-language editions of the Wireless Bulletin and other feature materials could be distributed more widely (1) by printing, (2) by increasing the staff of translators and editors. For example, London needs one more American and three or four more nationals for this work; Sweden needs more translators.

(e) The dissemination of information by USIS libraries could be extended by—

- (1) Finding better ways for advertising the existence of these libraries. In the opinion of the librarians and of the USIS officers there are a large number of people in European cities who read English but do not know that a free American library exists.
- (2) Increasing the library personnel so that additional public-relations functions could be served by the libraries. Among these are exhibits, photographs, objects of art, etc. One of the greatest needs is for the employment of people who are broadly informed on sources of information, who could answer the flood of inquiries that pour in every day by mail, over the telephone, and by personal contact. Many of

these inquiries have nothing to do with books or magazines; they cover almost every conceivable topic. There is an opportunity here to do a good public-relations job.

Another important service that is rendered by our librarians is aid given to librarians and persons in charge of city and university libraries. In Madrid, for example, the Institute for Advanced Research at the University of Madrid has a large collection of scientific books. The USIS officer helped the librarian set up a modern American catalog based on the Dewey Decimal System of classification. (I was told that the library methods used in many European libraries are positively medieval.)

(3) Substantially increasing the number of American books and magazines distributed free to foreign libraries, especially to those in universities.

3. How more people may be effectively reached by visual aids, photos, exhibits, and films.

Behind the Curtain

(a) In Czechoslovakia the demand for films on scientific, cultural, and educational topics exceeds the supply. If regional offices are opened, the opportunities for distribution of films will be greatly increased.

(b) In Poland more space may be obtained for photographic window displays. Since these displays never fail to attract crowds, bookstores and other establishments will use them.

In the Free Countries

(a) The audience reached by USIS films could be greatly increased by:

1. Making better use of existing channels of distribution. The colleges,

schools, labor organizations, cultural societies, clubs, and organizations that now use our films would use many more if our local libraries had them to offer. The number of organizations and distributing agencies could be increased by providing the types of films that carry the information in which they are interested. There is wide variation from country to country in the films desired. The film service from Washington could be substantially improved by procuring or producing different films for the specific needs of different countries rather than attempting to find films that have a world-wide appeal.

2. Finding additional channels of distribution. In France, for example, there are a large number of small itinerant exhibitors who go from town to town putting on "road shows" of 16 mm films. Many of these exhibitors would like to show USIS films, if they were permitted to do so. In this way, USIS films would reach a class of people who are not now being reached effectively.
3. Arranging with commercial distributors and exhibitors of entertainment films for more use of USIS documentaries and informational films. The great masses of people in Europe are reached by the movie theaters. The American films shown are, naturally, entertainment pictures based on drama. The film division of OII⁶ puts out, monthly, one reel called a "News Magazine." It is intended mainly for commercial theaters, but it has a very limited distribution. Thus far Hollywood companies that distribute films in Europe are reluct-
- ant to book USIS films—partly because they are regarded as "poor entertainment," and partly because they are afraid of being branded as propaganda agents by competitors from other foreign countries. The representative of one of the Hollywood companies in Italy suggested that since 85 percent of all films shown in Italy are produced by six American companies, these companies might be persuaded to show six documentaries a year each, or a total of 36.
4. Providing an American weekly newsreel for the commercial theaters of Europe.
5. Improving and increasing window displays and exhibits. Paul Child, Exhibits Officer in Paris, was in desperate need of raw materials—cardboard, nails, paint, photographic paper, and other necessities for building exhibits. The most effective exhibits are those made in the field to suit available space and other local conditions. Exhibits depicting the airlift and the operations of ECA never fail to draw large crowds.
6. Carrying motion pictures and exhibits to the smaller towns and villages, particularly in Greece and Italy, by the use of mobile units. This is the most effective means for bringing information about the U. S. to the lower strata of the populations. A limited number of mobile units is now being manufactured for the State Department, but there is need for two or three times as many.

⁶ Office of International Information.

4. *How more people may be reached effectively by personal contacts.*

The importance of personal friendly contacts for winning friends and influencing people is so well known, particularly to business men and political leaders, that it need not be emphasized here. There is need, however, to point out that it is just as effective abroad as it is at home, if not more so. The fact that Russia and her satellites ban all contacts with Westerners is evidence of the importance that they attach to these contacts. There are four ways in which this most effective method of making friends for the U. S. A. can be extended:

(a) By opening more regional offices and increasing the staffs of existing ones.

(b) By providing USIS officers with more funds for travel and entertainment. Present budgets for these purposes are pitifully small compared with those of other countries, or with those of American concerns that are doing business in Europe. (In Milan, Italy, the annual administration budget of the Coca Cola Company is exactly eight times that of the USIS office.)

(c) By freeing certain officers from administrative duties so that they can get out and give talks and hold meetings at which information about the U. S. can be communicated.

(d) By sending to Europe more of our top scientists, engineers, artists, musicians, etc., for lectures and concerts. Here we are missing a golden opportunity to fill the hungry minds of Europe with information about American technology, science, and culture, and particularly about our good will toward all freedom loving people of the world.

5. *Need for more careful study of the people to whom we are endeavoring to communicate information.*

Our ultimate purpose is to create public opinion that is based on accurate information. The time is ripe for this because of the tremendous appetite for knowledge from America. We must begin with the existing curiosities and desires for specific kinds of knowledge by asking: "*Who wants to know what about us?*" The answer to this question is that doctors, nurses, health officers, dentists, etc., want to know about American medicine and health measures; manufacturers want to know about our production methods; road builders want to know how we build roads; musicians want to hear American music; labor leaders want to know how American labor is organized; and in Sweden rat exterminators want to know how we control rodents in the U. S. A.

I believe that more attention should be given to this each-to-each type of communication without diminishing the more general and over-all dissemination by radio and press. The effectiveness of our work can be greatly increased by finding out more accurately than we now know "*who wants to know what*". For example, how strong and widespread is the interest in American sports, women's fashions, our theaters and plays, our farm life, and so on for all phases and aspects of American life? It is only by giving people the kinds of information that they want that we can persuade them to listen to some other things they *need* to know about us.

The State Department will be advised by the Commission to consider making studies of the populations of the world

for the purpose of defining the groups to which information may be most effectively conveyed. The interest and needs of each group should be specified. The most effective channels for reaching each group with information may then be determined.

No attempt has been made in this report to estimate the cost of improving and expanding USIS in Europe along the lines indicated here. It seems highly probable that certain modest increases in budget might very well result in

proportionately greater increases in the scope and effectiveness of the work.

I feel that my visit to Europe was well worth the time that I was able to give to it. In order to fulfill its duties as specified in the law—to give the Secretary of State and the Congress an independent judgment on the values of this work—the Commission must spend more time in first-hand studies of the effectiveness of the program throughout the world.

5. World-Wide Distribution of Radio Receiver Sets

(Report prepared by IBD, March 1949)

DISTRIBUTION OF RADIO RECEIVER SETS

Area	Total radio receivers	Percentage	Total short-wave receivers	Percentage	Estimated potential audience
Europe:					
West	43,657,000	60	28,029,000	66	151,400,000
Iron Curtain	9,534,000	13	8,263,000	19	42,400,000
Middle East and Africa	53,191,000	73	36,292,000	85	193,800,000
Far East	1,785,240	2	1,626,015	4	9,300,000
American Republics	11,808,000	16	1,478,650	3	61,800,000
American Republics	6,495,500	9	3,677,200	8	30,700,000
Total	73,279,740	...	43,073,865	...	¹ 295,600,000

¹ Based upon total radio receiver sets and average of listeners per set. This report excludes the United States and Canada.

EUROPE

	Total radio receivers	Equipped for short wave	Average number listeners per set ¹
Austria	1,049,000	350,000	4
Belgium	1,236,000	1,236,000	5
Denmark	1,240,000	1,200,000	3
Finland	679,000	611,000	4
France	8,000,000	5,000,000	4
Germany	9,812,000	2,944,000	3
Great Britain	11,888,000	8,916,000	4
Greece	100,000	90,000	5
Ireland	312,000	312,000	Unknown
Iceland	41,000	36,000	4
Italy	2,500,000	1,500,000	4
Luxembourg	49,000	49,000	3
Netherlands	1,054,000	735,000	4
Norway	610,000	580,000	4
Portugal	392,000	340,000	3
Spain	1,500,000	1,500,000	5
Sweden	2,150,000	2,070,000	2
Switzerland	1,045,000	560,000	4
 Total	 43,657,000	 28,029,000
<i>Iron Curtain</i>			
Albania	3,000	1,000	5
Bulgaria	200,000	200,000	Unknown
Czechoslovakia	2,030,000	1,624,000	6
Hungary	443,000	250,000	4
Poland	874,000	750,000	4
Rumania	220,000	200,000	5
Russia	5,500,000	5,000,000	Unknown
Yugoslavia	264,000	238,000	Unknown
 Total	 9,534,000	 8,263,000

¹ Based upon total radio receivers.

MIDDLE EAST

	Total radio receivers	Total short-wave receivers	Average number listeners per receiver ¹
Afghanistan	4,800	4,000	Unknown
Ceylon	23,000	21,900	11
Egypt	149,200	120,000	4
India	260,000	234,000	5
Iran	60,000	60,000	Unknown
Iraq	45,000	45,000	7
Israel	100,000	80,000	4
Lebanon	22,000	20,000	10
Pakistan	37,000	37,000	10
Saudi Arabia	9,000	9,000	8
Syria	22,000	1,000	6
Transjordan	700	700	Unknown
Turkey	235,000	232,000	6
Total	967,700	864,600

¹ Based upon total radio receivers.

AFRICA

	Total radio receivers	Total short-wave receivers	Average number listeners per receiver ¹
Algeria	153,000	153,000	Unknown
Angola	7,700	7,700	15
Belgian Congo	10,000	10,000	3
Eritrea	8,000	7,000	5
Ethiopia	7,000	6,000	4
French Somaliland	400	375	5
French West Africa	4,000	3,600	Unknown
Gold Coast	1,700	1,700	5
Kenya	16,500	16,500	3
Liberia	1,000	1,000	4
Morocco	110,200	104,700	7
Mozambique	8,500	5,000	4
Nigeria	1,800	1,800	5
South Africa	445,700	401,000	4
Tanganyika	1,200	1,200	4
Tunisia	40,300	40,300	4
Uganda	540	540	3
Total	817,540	761,415

¹ Based upon total radio receivers.

LATIN AMERICA

	Total radio receivers	Total short-wave receivers	Average number listeners per receiver ¹
Argentina	1,600,000	1,000,000	4
Bolivia	50,000	40,000	4
Brazil	1,700,000	900,000	5
Chile	365,000	255,000	6
Colombia	450,000	85,000	6
Costa Rica	32,000	16,000	7
Cuba	540,000	432,000	4
Dominican Republic	27,000	25,000	7
Ecuador	35,000	26,000	7
El Salvador	11,000	10,900	8
Guatemala	40,000	38,000	7
Haiti	3,500	3,500	7
Honduras	7,000	7,000	10
Mexico	1,000,000	525,000	5
Nicaragua	8,000	7,800	5
Panama	47,000	37,000	5
Paraguay	25,000	20,000	10
Peru	150,000	120,000	6
Uruguay	230,000	115,000	4
Venezuela	175,000	14,000	3
 Total	 6,495,500	 3,677,200	

¹ Based upon total radio receivers.

PACIFIC AND FAR EAST

	Total radio receivers	Total short-wave receivers	Average number listeners per receiver ¹
Australia	1,833,000	750,000	4
Burma	10,000	10,000	6
China	850,000	20,000	10
Indochina	18,000	18,000	11
Indonesia	100,000	100,000	Unknown
Japan	8,000,000	150,000	5
Korea	374,000	650	4
Malaya and Singapore	72,000	68,000	15
New Zealand	480,000	320,000	4
Philippines	35,000	25,000	10
Siam	36,000	17,000	Unknown
 Total	 11,808,000	 1,478,650	

¹ Based upon total radio receivers.

ISLAND AREAS AND COUNTRIES

	Total radio receivers	Total short-wave receivers	Average number listeners per receiver ¹
Bahamas	2,085	1,570	6
Barbados	2,400	2,400	4
Bermuda	3,500	3,312	5
British Guiana	6,000	6,000	5
British Honduras	1,150	1,150	4
Canary Islands	16,000	16,000	6
Dutch Guiana	2,000	2,000	Unknown
Gibraltar	2,000	2,000	5
Hong Kong	30,610	Unknown	Unknown
Jamaica	14,000	13,700	5
Madeira	5,000	5,000	3
New Caledonia	2,095	2,095	3
Newfoundland	31,847	28,700	Unknown
Netherlands West Indies	15,000	15,000	3
St. Vincent	600	600	5
Trinidad	9,036	8,140	5

¹ Based upon total radio receivers.



6. Comparison of Listening Habits of the Population in Sweden, Finland, and France

SWEDEN

Summary Findings. 2,180,000 families in Sweden own radios (95 percent), and practically the whole adult population listen to their local stations, a remarkably high number, considering that the country has only one national program.

1,189,000 radio receiver sets are equipped with short wave. Practically all sets sold in the last 10 years have been equipped with short wave.

940,000 of the adult population listen to broadcasts from foreign stations. 480,000 people listen to the Voice of

America by direct short wave from New York, although VOA does not program in Swedish. The dominance of the BBC as the favorite station is again shown; VOA is less popular than the BBC but more popular than Radio Moscow.

Musical programs draw the greatest number of listeners. Popular and jazz music dominates the listening, followed by news, commentary, and classical music, in that order.

It is evident from survey findings that the Swedish foreign radio listeners are not too familiar with stations,

frequencies, or programs. Technical difficulties in listening to the U.S.A. seem to predominate (hard to tune in, too many disturbances).

Peak hours for short-wave listening in Sweden are between 8:00 and 10:00 in the evening (in which period Russia, Canada, and Czechoslovakia are broadcasting in Swedish at the time of the survey) and to a lesser degree between 7:00 and 8:00 (BBC broadcast) and between 10:00 and 11:00 (Russia broadcasting).

FINLAND

Summary Findings. The radio audience of Finland is large; 2,250,000 people listen to their local station.

625,500 families have radios in their homes, and 557,000 sets have short-wave bands. From the standpoint of equipment and interest in radio, the situation is very favorable. However, listening to foreign stations is rather limited. 1,100,000 listeners report that they listen to foreign radio broadcasts, but only 147,000 are daily listeners.

However, it must be kept in mind that 1,100,000 people listening to foreign radio is a considerable audience, although they do not listen every day and are not experts in short wave, but listen in a rather haphazard fashion. Almost all listeners to foreign stations listen to the BBC. In addition to the BBC, the programs most frequently heard originate in Sweden, the U. S. S. R., and Estonia.

The competitive broadcasting position of the VOA, BBC, and U. S. S. R.: the BBC with an adult audience of 832,000 has a weekly output of four hours and 15 minutes in Finnish; the

Soviet Union with an audience of 563,000 listeners has a weekly output of 10 hours and 30 minutes in Finnish; the VOA with no Finnish output, has an audience of 270,000 people.

Analysis of the foreign-station listeners as a group indicates that the audience for the two countries broadcasting in Finnish is rather different. The British have penetrated more into educated classes and the group of business and professional people, while the Russians have penetrated more into lower-educated groups and into the group of manual workers and farmers. The VOA has a position in between.

Music is the most popular of the foreign radio programs. There is a difference as to the favorite programs from the three countries. More people prefer musical programs from New York; more people like news programs from London; and Moscow is in between. More Finns think that Great Britain gives the most reliable news. They would tune in BBC if a world event occurred which was of importance to Finland.

A good potential hour for VOA broadcasts in Finnish would be from 7:00 to 7:45 p. m. local time, when 20 percent of the Finnish radio audience listens to foreign stations, and when no other foreign station has a program in Finnish, and when the Finnish home service has a news and talk program.

FRANCE

Summary Findings. 22,500,000 of the adult population of France listen to their radios. 8,000,000 families have radios in their homes. Of all receiver sets owned, 6,000,000 are equipped with short wave.

16,000,000 of the radio audience listen to foreign-station broadcasts. The French prefer to listen to their close neighboring countries. Favorite foreign stations listened to are Luxembourg, Switzerland, and Great Britain. Preference for the U. S. A. and the U. S. S. R. is equally low. The Swiss radio is preferred for fair and accurate reporting of important world events. The BBC ranks second.

8,000,000 people listen to the BBC, 4,500,000 to the U. S. A., and 1,800,000 to Russia. The percentage of regular daily listeners to the BBC, the U. S. A., and the U. S. S. R. is low, 5 percent, 2 percent, and 1 percent respectively.

3,000,000 people listen to the VOA in French, and 500,000 people listen to the VOA English programs.

The preference of the foreign radio audience is news and music, equally divided. Among the featured programs, the question-and-answer format is most popular.

A breakdown of the VOA French output shows close adherence to the preference of the audience.

Of the French radio audience, 1,500,000 people listen to foreign English language broadcasts, 1,000,000 to German, and a smaller number to Italian, Spanish, and Russian.



7. Trends in Short-Wave Broadcasting December 1946-December 1948

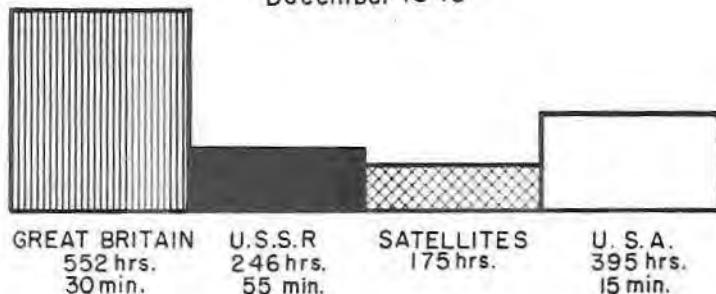
(See two following charts)

COMPARATIVE CHART

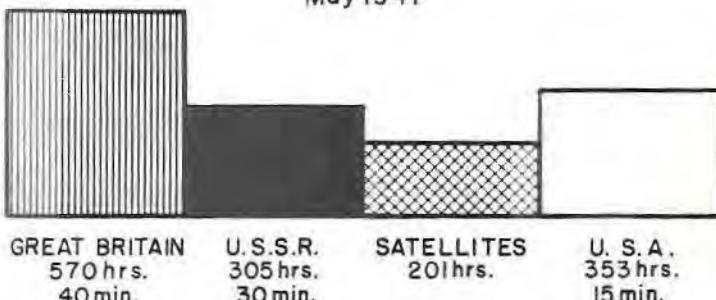
Weekly Hours of Short Wave Broadcast by Great Britain
USSR (and Satellites) and USA to competitive areas.

December 1946 - December 1948

December 1946



May 1947



January 1948



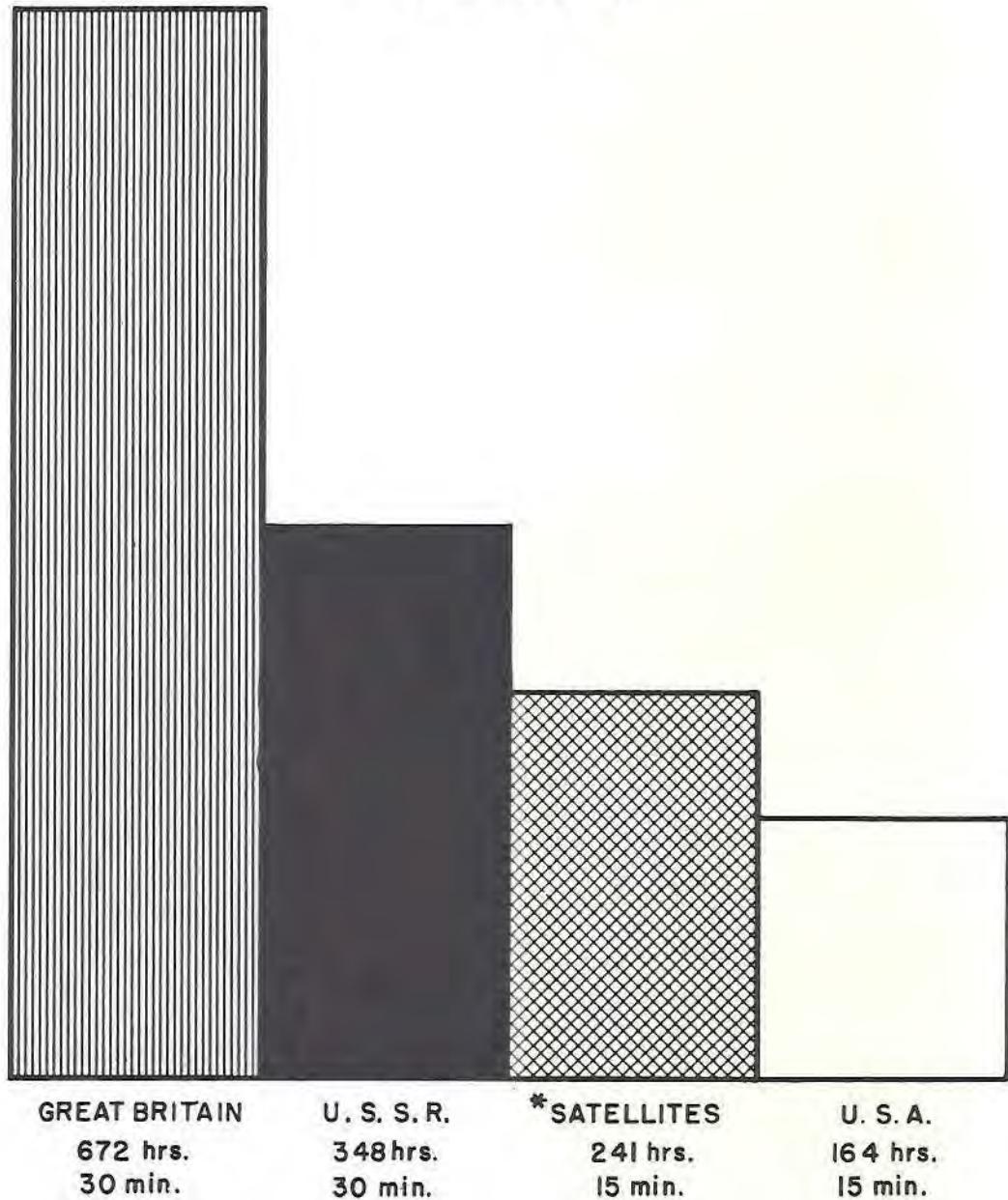
December 1948



COMPARATIVE CHART

Total Weekly Foreign Broadcast Hours by Great Britain,
USSR (and Satellites) and USA to the world.

December 1948



*Albania, Bulgaria, Czechoslovakia, Poland, Rumania, Yugoslavia

8. Legislation: Excerpts from Public Law 402¹

RELATING TO THE U. S. ADVISORY COMMISSION ON INFORMATION

SEC. 2. The Congress hereby declares that the objectives of this Act are to enable the Government of the United States to promote a better understanding of the United States in other countries, and to increase mutual understanding between the people of the United States and the people of other countries. Among the means to be used in achieving these objectives are—

(1) an information service to disseminate abroad information about the United States, its people, and policies promulgated by the Congress, the President, the Secretary of State and other responsible officials of Government having to do with matters affecting foreign affairs;

(2) an educational exchange service to cooperate with other nations in—
(a) the interchange of persons, knowledge, and skills;
(b) the rendering of technical and other services;
(c) the interchange of developments in the field of education, the arts, and sciences.

SEC. 3. In carrying out the objectives of this Act, information concerning the participation of the United States in the United Nations, its organizations and functions, shall be emphasized.

DISSEMINATING INFORMATION ABOUT THE UNITED STATES ABROAD

SEC. 501. The Secretary is authorized, when he finds it appropriate, to provide for the preparation, and dissemination abroad, of information about the United

States, its people, and its policies, through press, publications, radio, motion pictures, and other information media, and through information centers and instructors abroad. Any such press release or radio script, on request, shall be available in the English language at the Department of State, at all reasonable times following its release as information abroad, for examination by representatives of United States press associations, newspapers, magazines, radio systems, and stations, and, on request, shall be made available to Members of Congress.

SEC. 502. In authorizing international information activities under this Act, it is the sense of the Congress (1) that the Secretary shall reduce such Government information activities whenever corresponding private information dissemination is found to be adequate; (2) that nothing in this Act shall be construed to give the Department a monopoly in the production or sponsorship on the air of short-wave broadcasting programs, or a monopoly in any other medium of information.

ADVISORY COMMISSIONS TO FORMULATE POLICIES

SEC. 601. There are hereby created two advisory commissions, (1) United

¹ Public Law 402, 80th Cong., 2d sess., An Act To promote the better understanding of the United States among the peoples of the world and to strengthen cooperative international relations (United States Information and Educational Exchange Act of 1948, approved January 27, 1948).

States Advisory Commission on Information . . . and (2) United States Advisory Commission on Educational Exchange . . . to be constituted as provided in section 602. The Commissions shall formulate and recommend to the Secretary policies and programs for the carrying out of this Act: *Provided, however,* That the commissions created by this section shall have no authority over the Board of Foreign Scholarships or the program created by Public Law 584 of the Seventy-ninth Congress, enacted August 1, 1946, or the United States National Commission for UNESCO.

Membership of the Commissions: General Provisions

SEC. 602. (a) Each Commission shall consist of five members, not more than three of whom shall be from any one political party. Members shall be appointed by the President, by and with the advice and consent of the Senate. No person holding any compensated Federal or State office shall be eligible for appointment.

(b) The members of the Commission on Information shall represent the public interest, and shall be selected from a cross section of professional, business, and public service backgrounds.

(d) The term of each member appointed under subsection (a) of this section shall be three years, except that the terms of office of such members first taking office on each Commission shall expire, as designated by the President at the time of appointment, two at the end of one year, two at the end of two years, and one at the end of three years from the date of the enactment of this Act. Any member appointed to fill a vacancy occurring prior to the expira-

tion of the term for which his predecessor is appointed shall be appointed for the remainder of such term. Upon the expiration of his term of office any member may continue to serve until his successor is appointed and has qualified.

(e) The President shall designate a chairman for each Commission from among members of the Commission.

(f) The members of the Commissions shall receive no compensation for their services as such members but shall be entitled to reimbursement for travel and subsistence in connection with attendance of meetings of the Commissions away from their places of residences, as provided in subsection (6) of section 801 of this Act.

(g) The Commissions are authorized to adopt such rules and regulations as they may deem necessary to carry out the authority conferred upon them by this title.

(h) The Department is authorized to provide the necessary secretarial and clerical assistance for the Commissions.

Recommendations and Reports

SEC. 603. The Commissions shall meet not less frequently than once each month during the first six months after their establishment, and thereafter at such intervals as the Commissions find advisable, and shall transmit to the Secretary a quarterly report, and to the Congress a semiannual report of all programs and activities carried on under the authority of this Act, including appraisals, where feasible, as to the effectiveness of the several programs, and such recommendations as shall have been made by the Commissions to the Secretary for effectuating the purposes and objectives of this Act and the action taken to carry out such recommendations.

ADMINISTRATIVE PROCEDURES

Sec. 801. In carrying out the purposes of this Act, the Secretary is authorized . . .

(6) to create, with the approval of the Commission on Information and the Commission on Educational Exchange, such advisory committees as the Secretary may decide to be of assistance in formulating his policies for carrying out the purposes of this Act. No committee member shall be allowed any salary or other compensation for services; but he may be paid his actual transportation expenses, and not to exceed \$10 per diem in lieu of subsistence and other expenses, while away from his home in attendance upon meetings within the United States or in consultation with the Department under instructions.

On August 9, 1948, the President announced the appointment of the United States Advisory Commission on Information:

Mark Ethridge, *Chairman*, publisher, Louisville *Courier-Journal*, Louisville, Ky. (Appointment, 3 years; oath of office, Aug. 24, 1948)

Dr. Mark A. May, director, Institute of Human Relations, Yale University, New Haven, Conn. (Appointment, 2 years; oath of office, Aug. 16, 1948)

Justin Miller, president, National Association of Broadcasters, Los Angeles, Calif. (Appointment, 2 years; oath of office, Aug. 13, 1948)

Philip D. Reed, chairman, General Electric Company, New York, N. Y. (Appointment, 1 year; oath of office, Aug. 16, 1948)

Erwin D. Canham, editor, *Christian Science Monitor*, and president, American Society of Newspaper Editors, Boston, Mass. (Appointment, 1 year; oath of office, Aug. 16, 1948)

The White House release stated: "The Advisory Commission is charged with the responsibility for formulating and recommending to the Secretary of State informational policies and programs to promote a better understanding of the United States in other countries and to increase mutual understanding between the peoples of the United States and the peoples of other countries.

"The information program, consisting of radio broadcasts, motion pictures, newsreels, daily, weekly, and monthly publications, and activities of information and press officers abroad, are conducted by the Office of International Information under George V. Allen, Assistant Secretary of State for Public Affairs."

The Secretariat of the Commission on Information was established in the area of the Office of International Information on June 28, 1948.

9. Initial Activities and Meetings of U.S. Advisory Commission on Information

As soon as the Secretariat was established, it immediately proceeded with the preparation of material for the Commission on information in order

that it would have for ready reference basic factual data on past and present activities of the Government's information program. The Commission, prior

to its first meeting on October 7, 1948, was supplied with the following material:

Chronological background (summary of United States information activities).

The following data were supplied for each of the four books listed below:

Functions

Budget 1947, 1948, 1949, and projected 1950

1949 personnel—position, name, title, grade

Biographical sketches of key officers

Program for fiscal 1949

1. *Director's Office—Office of International Information* (including Executive Office, Interdepartmental Information Planning, Interdepartmental Information Co-ordination, Freedom of Information, Utilization of Private Industry Media, and the Overseas Program Staff)

2. *International Broadcasting Division, OII*

3. *International Motion Pictures Division, OII*

4. *International Press and Publications Division, OII*

Four books were furnished the members of the Commission on U.S. information activities in the field, (four areas—American Republics, Europe, Far East, and Near East and Africa, a country-by-country report).

MEETINGS OF COMMISSION ON INFORMATION

The Commission has held monthly meetings on the following dates:

First Meeting—October 7 and 8, 1948—in Washington

Second Meeting—November 22, 1948—in Washington

Third Meeting—December 6, 1948—in New York

Fourth Meeting—January 24, 1949—in Washington

Fifth Meeting—February 21, 1949—in Washington

Sixth Meeting—March 12, 1949—in Washington

Meeting—October 7—First Session

Opening address by Under Secretary of State, Robert A. Lovett¹, followed by address by George V. Allen¹, Assistant Secretary of State for public affairs; remarks by Mark Ethridge¹, Chairman, U. S. Advisory Commission on Information; Lloyd A. Lehrbas, Director, Office of International Information; William C. Johnstone, Jr., Director, Office of Educational Exchange.

The division chiefs of the Office of International Information reported briefly on the present activities of their divisions:

Douglas Schneider, Chief, Overseas Program Staff, who had just returned from France where he had served for the past few years in charge of the United States Information Service activities in France, reported on the field operations of the USIS.

Charles W. Thayer, Chief, International Broadcasting Division

Jack C. McDermott, Chief, International Press and Publications Division

Herbert Edwards, Chief, International Motion Pictures Division

John Begg, Special Assistant to Director, OII—Cooperation with Private Enterprise

Lloyd Free, Special Assistant to Director, OII—Freedom of Information

William T. Stone, Special Assistant

¹ See excerpts on p. 77.

to Assistant Secretary for public affairs introduced Bryan Houston, then Director of Information for ECA, who spoke on cooperation and coordination of ECA activities and the information program of the Department of State; also, Lt. Col. William Kinard, of the Office of Information, Department of the Army, who explained their activities in the field of information. This concluded the morning session.

The Commission members met at luncheon with the four directors of the political areas of the Department together with Assistant Secretary George V. Allen, Deputy Assistant Secretary Howland Sargeant, Lloyd A. Lehrbas, and William T. Stone.

The afternoon session was devoted to the activities of the International Broadcasting Division in discussion with the head of the division and his branch chiefs.

Evening meeting with George F. Kennan, Director, Policy Planning Staff.

The morning session on *October 8* was devoted to the International Press and Publications Division and the International Motion Pictures Division.

During the afternoon the members of the Commission met with Ambassador Walter Bedell Smith and later with the Overseas Program Staff.

The meeting on *November 22* was devoted to a review of the proposed budget for 1950. With Robert Berkov, Acting Chief of the Policy Planning Unit of the Overseas Program Staff, Ralph Block, Special Assistant for Interdepartmental Planning, Fred Oechsner, Chief, Interdepartmental Coordinating Staff, the session was confined to discussion on policy guidance and directives for the information program.

The meeting of *December 6*—in New

York—was a closed session and devoted to the preparation of the first quarterly report to the Secretary of State, delivered to the Secretary of State December 23, 1948.

The meeting of *January 24* was preparatory for our first semiannual report to Congress. The following points were discussed: long term planning; progress in 1949 program with particular reference to radio programmings; relay facilities; ECA information program; progress of policy planning operation—and a request for a report on information activities of other governments.

February 21—closed session—on report to Congress.

March 12—closed session—on report to Congress.

Mr. Robert Lovett, Under Secretary of State, in his opening remarks at the first session of the U. S. Advisory Commission on Information on October 7, 1948, said:

“. . . One of our major problems is to make our policy known, to be able to explain it not merely to the technician with whom you are negotiating on the other side, but to the great mass of the public of the world. . . .

“. . . Now the Commission on Information will be concerned, I suppose, with both technical and policy matters. It is in the policy field, I think, that we need guidance promptly, and, of course, I am sure we will get it both promptly and frankly. It is not worth much to us unless it is, of course, extremely frank, and judging by the make-up of the Commission, it is quite apt to be more frank perhaps than pleasant from time to time. That is, I think, all to the good. . . .

“. . . Consequently, it is a very great pleasure to all of us to welcome

these gentlemen into their new functions and to express the most complete determination on our part to be as cooperative as possible, Mr. Chairman, to accept your chastisement with good grace, to profit by it insofar as possible, and throughout to work with you just as closely as possible because we find this really one of the most important elements in our whole future foreign policy and there is no substitute for it. . . ."

Following Mr. Lovett's opening address, George V. Allen, Assistant Secretary of State for Public Affairs, said:

" . . . Our meeting today has been long awaited. Its results will be examined with attention by those who are increasingly insistent that means should be found for overcoming the persistent

and widespread misunderstanding of American motives abroad. The public expects you to examine our operations thoroughly and hopes you will tell us how we can do a better job. . . ."

Mark Ethridge, Chairman of the U. S. Advisory Commission on Information stated:

" . . . I can assure Mr. Lovett, I think, in behalf of the Commission, that we accept your invitation to frankness—an assumption doubly welcome because I think Congress in its language has laid upon us an obligation for frankness for which we may be called into account. . . . I do have the deepest conviction that what we are doing is not only necessary but vital to the United States and to the people of the world. . . ."



10. Location of USIS Field Offices

USIS IN EUROPE POSTS AND PERSONNEL

Country	Post	Americans	Locals
Austria	Vienna	1
Belgium	Brussels	6	13
Bulgaria	Sofia	3	8
Czechoslovakia	Praha	5
	Bratislava	2
			15
Denmark	Copenhagen	4	13
Finland	Helsinki	5	10
France	Paris	19
	Lyon	2
	Strasbourg	2

<i>Country</i>	<i>Post</i>	<i>Americans</i>	<i>Locals</i>
France	Bordeaux	2	...
	Marseilles	2	...
	Lille	1	...
Algeria	Algiers	2	88
Germany	Berlin	1	3
Great Britain	London	11	46
Scotland	Glasgow	1	...
Hungary	Budapest	6	9
Iceland	Reykjavik	3	4
Italy	Rome	15	...
	Milan	2	...
	Naples	2	...
	Palermo	1	...
	Genoa	2	...
	Turin	1	...
	Florence	2	...
	Bologna	1	...
Netherlands	The Hague	5	103
Norway	Oslo	6	16
Poland	Warsaw	6	10
Portugal	Lisbon	4	20
Rumania	Bucharest	7	9
Spain	Madrid	5	14
	Barcelona	1	...
	Seville	1	...
	Bilbao	1	...
Sweden	Stockholm	7	14
Switzerland	Bern	5	16
Trieste	Trieste	5	10
U.S.S.R.	Moscow	5	12
Yugoslavia	Belgrade	5	7
Australia	Sydney	3	12
	Melbourne	2	...
	Canberra	1	...
New Zealand	Wellington	2	13
Union of South Africa	Pretoria	2	6
	Johannesburg	2	7
28	47	179	478

USIS IN THE FAR EAST

POSTS AND PERSONNEL

<i>Country</i>	<i>Post</i>	<i>Americans</i>	<i>Locals</i>
China	Canton Chungking Hankow Nanking (Central) Nanking (Branch) Peiping Shanghai (Central) Shanghai (Branch) Taipei Tientsin Hong Kong Tihwa Dairen Mukden Kunming	3 3 2 5 2 2 7 3 3 2 1 1 1 1 186
Indonesia	Batavia Jogjakarta Medan	6 2 1
Japan	Tokyo	1
Korea	Seoul	1
Siam	Bangkok	6	21
French Indochina	Saigon	2	10
British Malaya	Kuala Lumpur Singapore	1 1
Philippines	Manila Cebu Davao Iloilo	6 1 1 1
		26	54
8		66	301

USIS IN THE AMERICAN REPUBLICS
POSTS AND PERSONNEL

<i>Country</i>	<i>Post</i>	<i>Americans</i>	<i>Locals</i>
Argentina	Buenos Aires	12	...
	Tucumán	2	...
	Rosario	2	...
Bolivia			33
	Lá Paz	3	10
Brazil	Rio de Janeiro	10	...
	Bahia	2	...
	Porto Alegre	2	...
	Recife	2	...
	São Paulo	4	...
Chile			60
	Santiago	7	18
Colombia	Bogotá	7	21
Costa Rica	San José	2	4
Cuba	Habana	6	15
Dominican Republic	Ciudad Trujillo	3	5
Ecuador	Quito	4	...
	Guayaquil	1	...
El Salvador			10
	San Salvador	2	5
Guatemala	Guatemala City	3	10
Haiti	Port-au-Prince	2	6
Honduras	Tegucigalpa	2	6
Mexico	Mexico City	14	...
	Guadalajara	2	...
Nicaragua			48
	Managua	5	16
Panama	Panama City	3	8
Paraguay	Asunción	3	8
Peru	Lima	5	17
Uruguay	Montevideo	8	20
Venezuela	Caracas	5	6
20	28	121	328

USIS IN THE NEAR EAST AND AFRICA
POSTS AND PERSONNEL

<i>Country</i>	<i>Post</i>	<i>Americans</i>	<i>Locals</i>
Afghanistan	Kabul	3	5
Angola ¹	Luanda		1
Belgian Congo	Léopoldville	1	4
Burma	Rangoon	5	16
Ceylon	Colombo	2	8
Egypt	Cairo	10	66
Ethiopia	Addis Ababa	1	3
French Morocco	Casablanca	1	2
Gold Coast	Accra	1	3
Greece	Athens	11	...
	Salonika	3	...
	Patras	1	...
			52
India	New Delhi	6	...
	Bombay	6	...
	Calcutta	4	...
	Madras	3	...
			103
Iran	Tehran	8	...
	Tabriz	1	...
			21
Iraq	Baghdad	4	8
Israel	Tel Aviv	4	...
Kenya	Nairobi	1	8
Lebanon	Beirut	3	11
Liberia	Monrovia	2	6
Morocco	Tangier	3	6
Mozambique ¹	Lorenço Marques		7
Nigeria	Lagos	1	4
Pakistan	Karachi	4	...
	Lahore	1	...
			13
Palestine ¹	Jerusalem		7
Syria	Damascus	3	...
	Aleppo	2	...
			14

<i>Country</i>	<i>Post</i>	<i>Americans</i>	<i>Locals</i>
Saudi Arabia ¹	Jidda	3	
Tanganyika ¹	Dar-es-Salaam	1	
Tunisia	Tunis	1	3
Turkey	Ankara	6	
	Istanbul	6	
	Izmir	1	
			25
Yemen ¹	Aden	1	
28	38	109	401

¹ 6 posts in 6 countries with no Americans.

SUMMARY

<i>Area</i>	<i>Countries</i>	<i>Posts</i>	<i>Americans</i>	<i>Locals</i>
Europe	28	47	179	478
Far East	8	26	66	301
American Republics	20	28	121	328
Near East and Africa	28	38	109	401
Total	84	139	475	1,508

